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CURRENT SERIAL RECORDS

~~3~~ *Highlights of Matching Fund*
MARKETING SERVICE PROGRAMS;

Conducted by State Departments of Agriculture,
Under the Agricultural Marketing Act of 1946;
in cooperation with, the Consumer and Marketing Service,
U. S. Department of Agriculture,
JULY 1, 1964 JUNE 30, 1966.

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CONSUMER AND MARKETING SERVICE,
U. S. DEPARTMENT OF AGRICULTURE



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HIGHLIGHTS OF MATCHING FUND MARKETING SERVICE PROGRAMS

conducted by
STATE DEPARTMENTS OF AGRICULTURE
under the Agricultural Marketing Act of 1946
In cooperation with the Consumer and Marketing Service,
U. S. Department of Agriculture
July 1, 1964 June 30, 1966

TWENTY YEARS OF CHANGE IN FOOD PRODUCTION, PROCESSING AND MARKETING

Some of the Effects on Market Service Programs 1/

The passage of the Agricultural Marketing Act of 1946, which authorized the matched fund marketing service program, was a recognition of the fact that the highly successful production system in the United States needed a more efficient and effective marketing system. This Act made funds available to States to finance up to one-half the cost of marketing service work conducted at the State and local level.

The Congress intended that the service program provide the framework for developing Federal-State projects on (1) grades and grading, (2) gathering and dissemination of data to facilitate movement, enhance competition, and promote efficiency in food movement from producer to consumer, and (3) expansion of both domestic and foreign markets.

In the 20 years since initiation of matching fund work, the Nation's food and fiber production, processing, and distribution systems have undergone a technological and structural revolution. These changes have significantly altered the types of Federal and State marketing service programs needed by industry. Some of the more significant of these changes and some of the more obvious effects of such changes on marketing service work are described in the following sections of this report.

Changes in Farms, Farmers, and Farming

Since 1946, the number of farmers in the United States has dropped 40 percent--from 5.5 million to 3.2 million. The average number of acres per farm has increased 80 percent--from 200 to 360. The number of farms with gross annual sales of more than \$10,000 increased from 450,000 to over one million; these farms produce over 80 percent of all agricultural products. Today's typical farmer must plan the use of land, buildings, livestock, and

^{1/} Material in this report was ^{3a} compiled by S. T. Warrington, Matching Fund Program, Consumer and Marketing Service.

equipment worth more than \$150,000. He combines the job of purchasing agent, economic planner, plant manager, and sales analyst. Today's farmer is making more market decisions at the farm gate, and is more capable of interpreting and using more market facts.

In addition to the changes in farms and farmers during the past 20 years, there has been a vast increase in specialization on individual farms and by regions. This means intensified interregional and interstate competition.

Changes in Transportation

In the period from 1947 to 1966, intercity freight movement increased 60 percent--from 5,800 to 8,900 ton miles per capita. Since 1949, the number of mechanically refrigerated cars increased from virtually none to 16,638. There also has been a phenomenal increase in refrigerated truck transportation together with high-speed, limited-access highways. In the period from 1946 to 1965, air freight jumped from 7 million to 2 billion ton miles with perishable agricultural products accounting for much of this increase.

Changes in Shopping and Retailing

The American housewife has become more mobile and flexible in shopping for groceries. In the period from 1948 to 1966, the average number of cars per family increased from .8 to 1.32. With increased prepackaging and self-service the housewife is making more of her own shopping decisions at the counter. If dissatisfied with one store, this shopper on wheels merely changes stores. In order to analyze and satisfy the needs of a more

discriminating consumer, independent grocery stores have banded together in large buying and merchandising organizations. In the period from 1948 to 1963, affiliated (voluntary and cooperative chains) and corporate chain grocery store organizations, which operate more than 11 stores each, increased their percentage from 68 to 94 percent of all grocery store sales. The 70 largest chains and affiliated groups increased their share of total sales from 32 to 51 percent. (The buyers for these larger grocery organizations are translating the message they get from the housewife at the self-service retail counter into more specification buying of uniform quality in large lots to be purchased from producers and processors in the production areas.)

Changes in Commodities

Livestock and meats.--Since World War II, there has been a shift in the place where livestock is sold. In 1947, purchases of slaughter cattle at terminal markets accounted for 76 percent of total sales; in 1965, only 34 percent of the total livestock sales took place at terminal markets. With two-thirds of all cattle purchased at farms, feedlots, buying stations, or auctions, the number of locations at which market decisions are made has increased. At the same time the thousands of farmers and feeders who are making their own market decisions need more specific market information.

During the period of decentralization in livestock buying, there was also an increase in the use of Federal grades and grading as a basis for trading. In 1947, the Federal Government graded 2.9 billion pounds of beef or 29 percent of the total; in 1966, the Federal Government graded almost

13 billion pounds of beef which represents about 63 percent of all beef produced and about 90 percent of all beef eligible for the U.S. Choice grade. The housewife's demand for high quality meat with less waste fat highlights the need for identifying beef carcasses and live animals which will produce a high percentage of quality meat. It is a widely accepted fact that great variations in cutability--and in value--exist among beef carcasses and hence, live cattle, of the same quality grade.

Broilers.--In the 20 years since the passage of the Agricultural Marketing Act, the poultry industry has been involved in the most drastic shift of any agricultural commodity group. Broiler production is now concentrated in the southern States. In 1950, five States--Georgia, Arkansas, Alabama, North Carolina, and Mississippi--produced 27 percent of all broilers. In 1965, these five States produced 60 percent of all broilers. The integration of broiler production and processing is expanding. Those firms responding to the National Commission on Food Marketing reported that the percentage of broilers grown under contract increased from 11.7 percent in 1959 to 53.5 percent in 1964. An increase in percentage grown under contract has resulted in the demise of the live broiler market, and increased the significance of the contract as a basis for establishing net returns to growers.

The production and processing of the Nation's broilers is controlled by relatively few firms. From 1960 to 1964, the percentage of all broilers slaughtered under Federal inspection by the 20 largest firms increased from 32 to 44 percent of the total.

Turkeys.--Turkey production and marketing is changing rapidly. In the 5 years from 1959 to 1964, the number of farms producing turkeys in the United States has dropped from 87,000 to 42,000. Total turkey production increased about 50 percent, and average production per farm went from 17,000 to 50,000 pounds. Most of these larger production units are producing on contract for processors.

Eggs.--Egg production and marketing has changed. The number of farms selling eggs in the United States dropped from about 1 million in 1959 to approximately 500,000 in 1964. Egg production in the west north central States dropped from 25 percent of the total to 17 percent, while production in the southern States increased from 27 percent to 38 percent. Trends in one important southern State--Alabama, for example--indicate that the number of farms selling eggs in that State dropped from 69,179 farms in 1950 to 6,240 farms in 1964. On the other hand, egg sales per farm have increased. The average egg sales per Alabama farm went from 204 dozen in 1950 to 23,732 dozen in 1964.

Dairy.--During the years 1945 through 1964, there were drastic changes in milk production. The number of farmers producing milk dropped from about 2.5 million to around 600,000 people. Total milk production increased from about 120 billion to 127 billion pounds, and the average production per farm increased from 48,000 to 212,000 pounds. Milk production increased about 23 percent in the Northeast and Lake States, and 29 percent on the Pacific Coast, while production in the South Central States dropped 12 percent and the Plains States' production dropped 17 percent. These shifts in production between regions have accelerated the movement of

fluid milk and manufactured products between States and between regions.

Grain.--In the period since World War II, the percent of feed grains sold off farms increased from 25 to 48 percent of the total. Country elevators, the major outlets for off-farm sales, handled 81 percent of the total volume in 1963-1964. During the period 1949-1963, the number of country elevators declined from 8,550 to approximately 7,550. With improved highways and larger trucks many elevators increased both capacity and services. Some elevators entered the subterminal category and performed several of the functions of both country and terminal facilities. Many of these subterminal elevators sell direct to feed manufacturers, processors and exporters.

Feed manufacturing has become decentralized, with plants moving near the livestock and poultry feeding operations, providing added outlets for producers, country and subterminal elevators.

One of the most significant changes in the grain industry has been the increase in exports. Wheat exports rose from a billion bushels in 1955 to 1.8 billion bushels in 1965, and feed grain exports totaled 250 million bushels or 30 percent of total marketings. Adding to the impact of this increase in grain marketing is the shift of export movement from the east coast to the gulf and upper Great Lakes ports. This changed the direction of marketing in some areas and opened up new market outlets for many production areas.

Cotton.--Cotton textile mills are requiring fibers with spinning properties that will perform well in today's high speed textile machinery.

Instruments have been developed and are in use that determine cotton fiber strength, length, uniformity, and fineness. Mills are becoming stricter in specifying required fiber properties for each purchase and competition from synthetics is intensifying. Cotton with more of the desirable fiber properties required by the mills must be developed and the means of maintaining these properties through harvesting and ginning should be developed.

Fruits and Vegetables.--From 1949 to 1959, the number of farms producing fruit dropped from 600,000 to 316,000 farms. Preliminary reports for the 1964 census indicate the number down to 223,000 or about one-third of 1949. Acreage per farm as well as production per acre increased 65 percent during the 1949-1959 period. Specialization and competition forced shifts between regions in the production of certain commodities. For example, in the period 1948 to 1963, strawberry production on the west coast increased from 29 to 60 percent of the U.S. total, while orange production in California dropped from 58 to 24 percent of the total. In this same period, Florida increased its share of total orange production from 37 to 73 percent.

Vegetable production in the 48 States also changed drastically. Since 1949, the number of farms producing vegetables dropped from 346,000 farms to 131,000 in 1964. Thousands of small vegetable farms around major cities have been forced out of business by urbanization and high land and labor costs. Mechanization of production and the application of advanced technology in some crops has favored the larger producer. The demand of the housewife for quality and uniformity in fresh vegetables coupled with the increase in the volume purchased in production areas by large scale buyers has also

speeded the increase in specialization and size of vegetable farms and the decrease in the number of farms.

The trend to larger and more specialized vegetable farms is accompanied by regional shifts in production. In the period 1945 to 1962, the leading vegetable-producing States increased their share of total production from 66 to 72 percent. California increased its share from one-fourth to one-third of the Nation's total.

In the period from 1945 to 1963, the per capita consumption of all fruits and vegetables declined from 206 to 171 pounds (fresh retail weight equivalent). Fresh fruit consumption of vegetables declined from 222 to 207 pounds. On the other hand, processed fruit consumption increased from 66 to 95 pounds, and processed vegetables from 45 to 52 pounds. Within the processed vegetable group, the per capita production of frozen vegetables rose from 1.9 to 11.9 pounds (retail weight) with potatoes accounting for more than half of this increase.

One of the more important changes in marketing fruits and vegetables has been the increase in direct production-area buying by the national and regional chains, and by the cooperative and voluntary grocery store groups. The National Food Commission Report indicates that in 1958 these four grocery groups purchased from 21 percent to 70 percent of their fresh fruit and vegetable needs direct from shipping points. A recent study of one eastern market by USDA's Economic Research Service indicates that buying by phone and wire increased from 28 percent in 1958 to 41 percent in 1964. In this direct buying system retail organizations are communicating directly with producers and shippers on their

quality, quantity, and packaging requirements. In most cases, the grading, pricing and title transfer takes place at the shipping point. This means there has been a vast increase in the number of country points where basic market data originate.

Some Effects of Change on Market Service Work

The drastic changes in farmers, farming, transportation, processing, retailing, and consumers has made some types of marketing service work obsolete and created a need for expanding and creating other types.

The increase in the size of farms, specialization, and cash outlays for fertilizer, machinery, and other factors of production has changed farming from a way of life to a modern business enterprise. The commercial farmers' need for facts on which to base short- and long-term investment and marketing decisions has multiplied. Mechanization on the farm has released time for reading, cost accounting, the use of the telephone, radio, television, automobile, and truck in obtaining and using facts on supply and demand from the changing world beyond the farm gate. The farmer of today needs more sophisticated market information than his father before him.

The historic, unrestrained and relentless competition among farmers and among farming regions is forcing increased specialization. The increase in specialization is being further accentuated by advances in truck, rail, barge and air transportation of commodities from one region to another. More products from each area are being marketed across State and regional lines to all corners of the nation and the world. For many perishable

commodities, such as fresh fruits and vegetables, these movements may originate from a different State or area each week or month during the harvest season. This interregional marketing accentuates the need for the exchange of facts on the current and potential supply available in each production area as well as dependable data on movement, demand and price for each of the major market outlets.

The increase in the volume of products moving across State lines and changes in modes of transportation used has created the need for assistance in getting adjustments in transportation services and rates for some products. The regional and commodity character of transportation problems and solutions and the complicated base for rate-making points toward more multistate cooperation in this area of market service work.

Expanding exports of wheat, feed grains and soybeans and the potential for further expansion of export sales of other commodities, point to the need for commodity group cooperation on a State or regional basis. Some State market service divisions need to counsel with commodity groups and exporters in planning service projects. Close working relations with the Foreign Agricultural Service to interpret the demands of foreign countries for specialized qualities, grades or other specifications is important. In some commodities foreign buyers are demanding a type of government certification as a means of assuring buyers they are going to get what they paid for. Such a service could be the basis for specification buying and contracts for delivery.

Today's more mobile and discriminating housewife is a potent force in shaping market service programs

for the future. Self-service has forced the housewife to make her own decisions at the retail counter. She is becoming a more sophisticated shopper. She can no longer blame the clerk for a poor selection. A misleading package of pork chops or off-quality vegetables may cause her to switch stores rather than complain. The retailers have learned that if they are going to hold this more mobile shopper they must provide her with a uniform and dependable quality that is sorted and packaged to satisfy her needs. In order to do this, independent stores have joined together in large-scale buying organizations that will enable them to develop dependable sources of supply of those qualities and quantities that are needed. These large buying groups are purchasing their needs on the basis of specifications direct from producers or processors out in production areas. To provide these buyers with the quantities of uniform products, producers need to combine their marketings and make deliveries at a specified time. To do this, growers need to be organized and equipped with facts on the peculiar needs and demands of buyers from each major market outlet. The State market service staffs can provide grower groups with both organizational assistance as well as the market intelligence, grading, and quality control needed to satisfy these more discriminating buyers.

The increased percentage of all retail grocery business handled by large regional and national chains and affiliated grocery store organizations and the increase in large scale purchases direct from grower, shipper and processor in production areas accentuates the need for service to grower groups who must bargain with and sign contracts to satisfy specified needs in terms of quality, quantity, packaging and delivery schedules for

products moving in their fresh form to these large buyers. One approach to the problem is organizing central selling efforts through cooperative action or under contractual arrangement. In those areas where commodities are moving to processors, there is need for special assistance in negotiating contracts and prices prior to planting or production. This kind of market service work calls for the use of highly sophisticated data on potential demand and supply by grades from over the entire nation.

The above statement on some effects of change in production, processing, transportation, retailing and exports on marketing service work may assist the State market service worker in his appraisal of problems and in his programs for solution and in planning new approaches to current programs.

An Introduction to the Review of Projects

The following review of each of the matched fund projects in operation in the 44 States covers reports provided by the States for a period of two fiscal years. In fiscal year 1965, the projects totaled 145 with 154 projects in operation in fiscal year 1966. Each State has its own unique combination of production, processing, and marketing problems. There is a wide variation between States in the amount of professional and financial resources available for work on matched fund projects. Some participating States have been doing market service work for 40 years or more while others have started doing this type of work within the last 2 years. For these reasons it is inevitable that there would be a wide variation between States in the kind of service work being done on similar projects.

Commodity groups in some States have been willing and able to use the State market service programs very effectively and others have not. Market service programs for commodities that retain their original form and identity from producer to consumer, such as milk, fresh fruits, vegetables, and eggs, are somewhat easier to demonstrate results for producers than commodities where product identity is lost in processing. However, States are searching for ways to assist producer groups in their dealings with processors.

Matching fund marketing service programs are conducted under cooperative agreements between State departments of agriculture or similar State agencies responsible for marketing service work including the agricultural statistical service work in the States and USDA's Consumer and Marketing Service. Individual projects are submitted by the States and approved by C&MS.

States cooperating in 1965 and 1966 were:

Alabama	Kansas
Alaska	Kentucky
Arkansas	Louisiana
California	Maine
Colorado	Maryland
Connecticut	Massachusetts
Florida	Michigan
Georgia 1/	Minnesota
Hawaii	Mississippi
Idaho	Missouri
Illinois	Montana
Indiana	Nebraska
Iowa	New Hampshire

1/ Not in program in 1966.

New Jersey	South Dakota
New Mexico	Tennessee
New York	Texas
North Carolina	Utah
North Dakota	Vermont
Ohio	Virginia
Oklahoma	Washington
Oregon	West Virginia
Pennsylvania	Wisconsin
South Carolina	

The office of the C&MS Matching Fund Program provides guidance and assistance in conducting these programs and cooperates with the States in planning and conducting an annual National Marketing Service Workshop. The 1965 meeting was held in Louisville, Kentucky, and the 1966 meeting in Des Moines, Iowa. Two hundred and fifty representatives from 40 States and the District of Columbia discussed various topics bearing directly on their responsibilities for improving marketing service programs.

Representatives from State departments of agriculture serve on an Advisory Committee on Cooperative Work under the Agricultural Marketing Act, which provides general policy guidance in the Federal and State administration of the Matching Fund Program. Members of that committee in 1965 were: Paul W. Swisher, Colorado, Chairman; Phillip Alampi, New Jersey; J. F. Bennett, California; Gordon M. Cairns, Maryland; Spencer Duncan, New York; Woodrow W. Roberts, Louisiana; R. B. Wilson, Indiana; and Donald E. Wilkinson, Wisconsin. In 1966, Stanley I. Trenhaile of Idaho replaced Paul W. Swisher as a committee member, and R. B. Wilson of Indiana was elected Chairman.

To assure that all available knowledge and resources are utilized in planning, developing, and carrying on the projects and to prevent duplication of effort, State departments of agriculture work closely with producers, industry and trade groups, commodity marketing commissions, State extension services, agricultural experiment stations, and various agencies of USDA. Over the years, State personnel working on matching fund projects have developed closer working relationships. The national workshops, along with occasional informal area meetings on specific problems, are helping to bring this about. Also, visits by State personnel to other States conducting matching fund projects allow State specialists to exchange new ideas and techniques, profit from the experience of others, and coordinate their work with that done in other States. Interstate visits provide a means of training new employees as well as broadening the horizons of experienced personnel.

Activities under the Matching Fund Program were carried on under five general areas of work:

A. Maintaining or Improving the Quality of Agricultural Products in Marketing Channels.

Projects in this field are designed to assist persons or firms in maintaining or improving the quality of the products they handle. This field includes such marketing service activities as: (a) Checking products at various stages in the marketing channel to determine off-quality, ascertaining the cause of the loss of quality, and showing the persons concerned what steps should be taken to correct the condition; (b) showing farmers and marketing agencies how

to determine the proper maturity of products for harvesting; (c) demonstrating proper methods of picking, packing, handling, and transporting products in order to protect quality and separate products into quality groups and encouraging the use of Federal and Federal-State grades; (d) establishing quality criteria for items not covered by Federal or Federal-State grades; (e) giving assistance on methods of preventing deterioration of products in storage; (f) determining and showing marketing firms what containers will best protect quality; and (g) any other service activities designed principally to maintain quality.

Developing New and Expanded Markets for Farm Products.

Projects in this group are designed to develop new and expanded markets for farm products. Included are: (a) Special efforts with the Plentiful Foods Program and commodity associations; (b) determining and reporting consumer preferences and criticisms to farmers and marketing agencies; (c) working with local school administrators and the School Lunch Division, USDA, to effectively implement the School Lunch and School Milk Programs; (d) preparing and issuing buyers' guides and conducting other activities to bring buyers to sources of supply; (e) developing markets for new products and developing new uses and outlets for established products; (f) determining where and how additional outlets can be established and evaluating promotional efforts; and (g) providing consumers with information on official grades and how to identify quality and value characteristics of food offered in retail outlets. Market

expansion projects conducted in foreign countries in concert with the Foreign Agricultural Service are also in this group.

C. Assisting Marketing Agencies in Reducing Costs and Improving Efficiency.

The projects placed in this field are those designed to show marketing agencies how to reduce their costs and improve their efficiency. Some marketing services in this field include: (a) Determining feasibility and need for new or expanded facilities; (b) determining the proper size, type, location, and layout for all types of facilities; (c) showing handlers how to select, install, and use the kinds of methods and equipment best suited to needs; (d) demonstrating more efficient ways of packaging, storing, loading, and transporting; (e) assisting in making needed changes in management techniques and organizations; and (f) seeking corrections in transportation protective services. Projects designed to uncover efficiencies in internal operations of marketing service and marketing regulatory activities of State departments of agriculture are also placed in this field.

D. Collecting and Disseminating Marketing Information.

Projects in this category include collection, tabulation, and dissemination of marketing information which makes a direct contribution to the marketing decisions of farmers and marketing agencies. This market information can include: (a) Acreage, yield, number and age of trees, variety, production, and storage holdings for a

State or subdivision of a State;

(b) determining objective methods of forecasting production and marketings; (c) special information on a State or local basis on maturity, probable dates of harvest, quality, market movements, trends, etc.; and (d) experimental market information services for local production areas or a group of local production areas. The activities included in (a) and (b) should be closely coordinated with the work of the Federal-State Crop Reporting Service, and the activities in (d) should be coordinated with the Federal-State market news services, but in neither case are they to duplicate the work of these other services.

E. Improving the Organizational Structure of the Marketing System.

Under this activity projects are concerned with helping producer groups and local marketing agencies organize selling and bargaining efforts to deal more effectively with the ever-increasing buyer power in fewer and fewer hands, and to meet the needs of these buyers in a more orderly manner. Technical assistance and counsel are provided groups desiring to achieve these objectives through any of a number of methods which might be available to them such as cooperative action, industry-wide programs such as marketing orders under Federal or State authority, or affiliation with private firms under contract. Additionally, where conventional forms of coordinating efforts of producers or of producers and others do not offer appropriate solutions, technical assistance could be provided in examining and experimenting with alternative ways of attaining such coordination.

List of Publications

A list of publications issued by the States in connection with the programs summarized in this review of work progress is included at the end of the report.

MATCHING FUND PROJECTS BY STATES, AREAS OF WORK, AND COMMODITIES - FISCAL YEAR 1966

STATE	A QUALITY IMPROVEMENT						B MARKET DEVELOPMENT						C COST REDUCTION						D MARKET INFORMATION						E MARKET STRUCTURE					
	1:	2:	3:	4:	5:	6:	1:	2:	3:	4:	5:	6:	1:	2:	3:	4:	5:	6:	1:	2:	3:	4:	5:	6:	1:	2:	3:	4:	5:	6:
MAINE	:	:	:	:	:	:	:	:	:	:	:	0:	0:	0:	0:	0:	0:	:	:	:	:	:	0:	:	:	:	:	:	0:	
N. H.	0:	:	:	:	:	:	0:	:	:	:	:	:	:	:	:	:	:	:	0:	:	:	:	:	0:	:	:	:	:	0:	0:
VT.	:	0:	:	:	:	:	0:	:	:	:	:	0:	:	:	:	:	:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	
MASS.	0:	0:	:	:	:	:	0:	:	:	:	:	0:	:	:	:	:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	
CONN.	0:	:	:	:	:	:	0:	:	:	:	:	0:	:	:	:	:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	
N. Y.	0:	0:	:	:	:	:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	
N. J.	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	
PA.	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	
MD.	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	0:	

<u>PROJECT AREAS</u>	<u>PERCENT</u>	<u>COMMODITIES</u>	<u>PERCENT</u>
A - Quality Improvement	18.7	1. Fruits & vegetables	50.7
B - Market Development	50.0	2. Poultry & eggs	23.3
C - Cost Reduction	10.5	3. Dairy	14.8
D - Market Information	16.1	4. Livestock & meats	4.7
E - Market Structure	4.7	5. Grain & seed	1.3
	100.0%	6. Other	5.2
			100.0%

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
B-2	Expanding market outlets for potatoes, milk, meats, poultry, eggs, apples, blueberries, maple syrup, and drybeans.	X	X
C-2	Improving the marketing efficiency of Maine agricultural agencies.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-2	Need to expand the markets for Maine potatoes.	Initiate a consumer promotion of Maine potatoes.	Press kits for food editors and home economists.
		Develop institutional buyer understanding of grades, sizes, available packs, and special characteristics of Maine potatoes.	New charts with information for institutional buyers on proper handling, storage, and preparation of potatoes.
		Work with growers and shippers on improved grading, sizing, and packaging of Maine potatoes to better satisfy variations in market demands.	A new recipe booklet for frozen french fries.
		Assist in planning additions or new facilities for storage, grading, and packaging.	Producer recognition of consumer complaints about Maine potatoes.
		Work on new methods of detecting hollow heart.	Improved central storage facilities for potatoes.
		Assist Potato Council with industry-wide action program, "Operation Bootstrap."	Improved acceptance at both retail and institutional markets for the Maine Russet variety.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-2	Need to expand the markets for <u>Maine broilers</u> and <u>eggs</u> .	<p>Cooperate with other New England States in improving the institutional outlets for fowl.</p> <p>Participate in New England States' and New York's promotions featuring eggs.</p> <p>Conduct barbecuing demonstrations for summer camp directors, school teachers, and home economists.</p>	<p>More boned frozen fowl now packaged in new master containers.</p> <p>Chains promote and advertise eggs more often.</p> <p>Processors better informed on market potential for boned frozen fowl meat.</p> <p>Increased chicken consumption during summer.</p>
	Need to expand the market for <u>Maine milk</u> .	<p>Work with Maine Dairy Council and Milk Improvement Committee to improve quality of milk.</p> <p>Encourage better methods of handling refrigeration at retail level.</p> <p>Improve per capita milk consumption among school children and in Maine summer camps.</p> <p>Work with home economists, school teachers, and summer camp directors to encourage increased use of milk.</p>	<p>A better quality product.</p> <p>A 2-million quart increase in fluid milk consumption in 1964.</p>
	Need to expand the market for <u>Maine apples</u> .	Assist industry with a monthly report of apple holdings; improve export outlets through promotion.	Increased use of Maine apples at a time of heavy supplies.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
C-2	Need for labor saving methods and facilities in wholesaling and retailing firms.	<p>Conduct surveys of retail operations to find ways of cutting labor costs.</p> <p>Work with dairy marketing specialist on surveys to provide base for remodeling small dairy plants.</p> <p>Assist USDA in planning a new modern dairy plant operation for a Maine firm.</p>	Rearrangement of equipment and reduction in labor costs in supermarkets.

NEW HAMPSHIRE

<u>PROJECT</u>	<u>TITLE OF PROJECT</u>	<u>Fiscal Years</u>
A-1	Improving grades and standards for fruits and vegetables and other products.	1965 1966 X X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	Need for more accurate information on <u>fruit production potential</u> .	Participate in the New England-New York multistate fruit tree survey.	<p>Updated data on apple and peach production and marketing potentials.</p> <p>Improved statistics on New Hampshire fruit marketings.</p>

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	Need for improvement in grading New Hampshire products, and easy identification of <u>quality</u> by consumers.	Establish and promote a New Hampshire State Seal of Quality program. Improve grades and assist producers in applying better grading procedures.	Adoption by the State of improved grade standards for all commodities to be used with Seal of Quality. Increased interest of growers to pack under this seal.
	Need for more timely and localized information on the supply of New Hampshire potatoes for local area consumption during the summer months.	Develop buyer's guide on New Hampshire potatoes to provide data for potential buyers on supplies, quality, and variety.	Improved potato marketing within New Hampshire by facilitating the communication between producers and retailers.
	Lack of an effective <u>maple syrup</u> producer organization.	Assist maple syrup producers in the organization of an association to make arrangements for volume purchases of containers.	A \$3,500 savings on cans for maple syrup producers and more convenient can supply source. Increased use of 5-gallon can for bulk storage.

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-2	Expanding markets and improving the flavor and quality of milk.	X	X
B-1	Expanding outlets for maple syrup and other products.	X	X
D-1	Collecting new basic data for Vermont agricultural products.		X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-2	Off-flavor in milk.	Improve pipeline installations in milking parlors. Train milk haulers to detect off-flavor.	Per capita consumption of Vermont milk is 10% above the national average.
B-1	Need to expand outlets for Vermont <u>maple syrup</u> .	Make quarterly check of milk shipments to Boston, the major out-of-State market for Vermont milk. Train vocational agriculture teachers to grade milk.	Incidence of off-flavors in milk decreased.
		Use of a mobile sugar house to promote maple products at fairs, conventions, and institutions. Do a survey to evaluate promotional efforts.	

PROJ. PROBLEMPROGRAM FOR SOLUTIONREPORTED RESULTS

B-1

Compile maple sales handbook for roadside and other retail outlets.

Develop a color film, "The Miraculous Maple," depicting maple production, marketing, and uses.

Distribution of revised booklets, "Vermont Maple Syrup and Sugar" which describes new and unusual dishes in which maple syrup is an ingredient.

D-1 Need for more accurate information on fruit tree numbers by variety and age.

Conduct New York-New England multistate fruit tree survey to provide a complete picture of potential production and marketing by varieties for all northeast States.

Eleven color films much used.

Three thousand maple syrup booklets distributed.

Expanded demand for maple products.

A published report on the fruit tree count as an aid in planning market supply.

MASSACHUSETTSPROJECTTITLE OF PROJECTSFiscal Years

1965 1966

A-1 Maintaining quality and improving marketability of milk and eggs.

X X

D-2 Collecting and disseminating market information by county on 46 vegetables.

X X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	<u>Off-flavor in milk.</u>	Sample milk from producers, shippers, and milk plants to determine origin or cause of off-flavor.	Identification of causes for and sources of off-flavor. (Off-flavor in finished products sometimes caused by shortcuts in processing and handling and were responsible for short shelf life of the product.)
	<u>Variations in egg quality sold.</u>	Train plant personnel to spotcheck eggs for weight, quality, and cleanliness.	Expanded egg sales on milk routes.
	<u>Poor market for fowl.</u>	Develop a processed fowl meat product for institutional use.	A 50% reduction in violations found by inspectors at retail stores.
D-2	<u>Need for more detailed and timely information on the changes in Massachusetts fruit and vegetable plantings, harvesting, and marketing by types and counties.</u>	Collect information on vegetable plantings, harvest, and abandoned acreage, by crops and counties. This survey is part of the New England-New York multistate survey.	Increased use of 5- and 10-pound packages of boneless fowl meat in institutional kitchens. Seventy percent response to the mail questionnaire used in the fruit tree survey.

CONNECTICUT

<u>PROJECT</u>	<u>TITLE OF PROJECT</u>	<u>Fiscal Years</u>	
		1965	1966
A-2	Eliminating off-flavor in milk; maintaining or improving quality of agricultural products.	X	X
<hr/>			
<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	
A-2	Find and correct the cause of off-flavor in milk.	Test random samples of milk at retail stores for off-flavors.	Elimination of malty, musty, bitter, rancid, cooked, feed, and oxidation flavors in milk.
		Eliminate cause for such off-flavor.	Reduction in the number of reports of off-flavor milk.

NEW YORK

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-1	Assisting in the adoption of new quality control concepts.		X
B-2	Expanding outlets for fruit, vegetables, poultry, eggs, and dairy products, by providing promotional assistance and special marketing information.	X	X
C-2	Providing technical assistance in improving all processing, transportation, and marketing facilities.	X	X

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
D-1	Collecting new basic data for fruits, vegetables, and dairy products.		X
D-2, 3	Disseminating new data to facilitate market decisions.		X
E-1	Improving the organizational structure of the marketing system.		X
<hr/>			
<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	Need for Government certification of <u>breeding stock</u> for export.	Plan and develop a certification program for dairy stock with the cooperation of the Virginia State Department of Agriculture.	In FY 1966, 37 livestock records for overseas shipments certified.
	Need for official grading service at <u>feeder calf</u> sales and in <u>wool</u> pool operations.	Demonstrate use of grade standards in calves and wool for producer groups.	Graded 3,000 calves at 7 feeder calf sales, 400,000 pounds of wool in 7 pools.
	Need for annual retraining of graders to maintain uniformity of application of livestock grade standards.	Conduct annual Federal-State livestock grading workshops or training programs for grading personnel.	New York Cattlemen's Association requested an expansion of the official live grading program.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	Need for improvement in <u>frozen egg</u> quality and packaging.	Work with industry to improve processing plant facilities and packaging techniques.	Pasteurizers installed in two of six egg breaking plants.
	Need for improved quality of New York <u>shell eggs</u> .	Increase emphasis on quality by use of Empire State trademark on eggs meeting State standards.	Federal-State inspection inaugurated in two plants.
B-2	Need for expanding outlets for Long Island <u>potatoes</u> .	Survey retail stores to evaluate problems and possible improvements in Long Island potato marketing.	The field representatives made 122 in-plant and 1,224 retail store inspections with "feed backs" to producers on off quality.
		Assist industry in market tests of new potato variety called "N. 3."	Trademark eggs brought excellent consumer response.
			Retailers have installed many improved upright egg coolers and display cabinets.
			Long Island potato growers made aware of dealer and consumer preferences of bag size and type.
			Variety "N. 3" has identifiable baking quality.
			Empire State Potato Club served 34,000 baked potatoes at 1965 World's Fair.
	Need to expand in-State markets for <u>corn</u> , <u>fresh vegetables</u> , and <u>apples</u> .	Assist bibb lettuce, cherry tomato, and sweet corn growers with a quality control, grading, and marketing program.	Acceptance of vacuum-cooled sweet corn in translucent, rather than transparent, bags with brighter printing.

PROJ. PROBLEM

B-2

PROGRAM FOR SOLUTION

Need to expand
duck outlets.

Need to promote
greater use of
New York State
grown flowers.

Need for accurate
and timely
publicity for
dairy products,
especially during
June Dairy
Month.

Lack of interest
by institutions
in buying New
York fruits and
vegetables
because of
inconsistency
of quality.

Hold food demonstrations at expositions, shows, county fairs, and horticultural meetings.

Develop New York State purchase program for Long Island ducks.

Assist industry to improve duck "croquette" and "duckling pack."

Hold continuous work group meetings with industry leaders to plan promotions and identify problems.

Develop flower brochures.

Distribute dairy fact sheets throughout the State.

Cooperate with other agencies in a comprehensive publicity and information program.

Revise specifications and quality control surveillance methods of fruits and vegetables sold on bids to State institutions.

REPORTED RESULTS

Increased apple juice use in institutions.

New cell packaging of McIntosh apples tested.

Increased sale of duck croquettes and developed more saleable duckling pack.

Greater industry participation in promotions.

Closer cooperation between growers and the New York Department of Agriculture.

Good response by food handlers to promotion.

Use of fact sheets and other information by news media.

More orderly marketing and increased sales to State agencies.

PROJ. PROBLEMPROGRAM FOR SOLUTIONREPORTED RESULTS

C-2 Low net returns to maple syrup producers.

Improve on-premise sales of maple products and develop brochure on ways of preparing various dishes.

Fifty thousand copies of maple product brochure printed at industry expense and distributed to schools and at festivals.

Increase in consumer demand for maple products.

Need for reducing wholesaling and retailing costs and improving the effectiveness of operations in local chain stores and individually owned stores.

Survey and compare operations in many stores to help analyze problems and implement plans for improvement.

Two chains revamping back rooms in accordance with recommendations of the New York Department of Agriculture.

A wholesale grocer's firm made more efficient through cuts in inventory requirements, better use of slot spaces, and the adoption of a data processing system to provide better control of truck routing, pricing, inventory, and sales velocity.

Need for reduction of Long Island duck processing costs and improvements in use of plant personnel.

Make a detailed survey of the processing plant operation with recommendations for improvements.

Recommended added investment in equipment and revamped plant layout costing \$58,100 for a possible annual savings of \$219,400.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
D-1,2	Need for expanding and developing new market intelligence programs.	Supply farm, retail and wholesale auction quotations on strawberries.	Increased use of reports by news agencies.
		Collect F.O.B. quotations on lima beans, sweet corn, snap beans, and bibb lettuce.	More use of movement reports from controlled atmosphere apple storage units in Lake Ontario area.
E-1	1965-66 onion market crisis.	<p>Conduct special crop acreage surveys in each major vegetable production area to be reported in July.</p> <p>Do special reports on dry beans, grape tonnage by varieties and areas, onion movement, and controlled atmosphere storage holdings.</p> <p>Hold inventory of commercial orchards and vineyards by varieties and age of planting.</p> <p>Inaugurate a special collection and dissemination program on onion prices, quality, and stocks in storage.</p> <p>Meet with chain stores, Extension Service, and the USDA to forge promotion program for onions.</p>	<p>Increased use of reports on vacuum cooled sweet corn.</p> <p>Onion production and movement reports and improved estimates of dry beans stocks found useful in marketing decisions.</p> <p>Pre-harvest forecasts of apple production by areas and varieties found useful in planning.</p> <p>Local prices recovered from a low of 25 cents per bushel to reasonable levels.</p>

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
B-3	Expanding markets for fruits and vegetables, poultry, and eggs through fruit and vegetable promotion councils, poultry and egg quality control, roadside market operations. Expanding market analysis and consumer information.	X	X
C-2	Assisting with proposed north New Jersey food distribution center.	X	X
D-2	Collecting and reporting data to improve marketing.		X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-3	More intense <u>vegetable quality</u> and price competition from out-of-State production areas.	Improve grading and packaging of vegetables and expand trade and consumer information program.	Out-of-State sales of New Jersey leafy vegetables increased.
		Collect and relay wholesaler and retailer criticisms and preferences for New Jersey products back to producers.	Improved communication between retailers, marketers, and producers.
		Work with members of the "Jersey Certified Farm (Roadside) Markets, Inc." and other roadside markets to improve quality, control, sanitation, merchandising, layout, and handling techniques.	More efficient roadside markets.
		Work with four commodity promotion councils to improve quality and expand local outlets at seasonal peaks of supply emphasizing distribution to retailers of point-of-sale kits and the use of radio and television consumer information programs.	Increased "store-door" delivery of farm fresh potatoes, apples, peaches, sweet corn, and tomatoes.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-3	New Jersey defense installation and retail organizations not buying New Jersey vegetables.	Assist in developing a basis for defense purchases. Improve communications between retailers and the produce shippers of fresh vegetables.	Increased purchases of New Jersey farm fresh vegetables by defense installation in New Jersey.
C-2	Need for <u>updating terminal facilities</u> and market- <u>ing methods.</u>	Survey the food distribution business in New Jersey to determine basic needs and interest in a North Jersey food distribution center. Work on prepackaging and improved master containers for fresh fruits and vegetables.	Increased cooperation from retailers and wholesalers who recognize the State Department of Agriculture as an impartial and objective interpreter of consumer and retailer criticisms, preferences and needs. Survey report developed to draft form, but work on project discontinued due to cessation of trade interest.
D-2	Need for more localized, accurate, and timely <u>agricultural statistics.</u>	Update the 1958 data on horticultural specialties, with a survey of 691 commercial growers. Enlarge sample to provide county data on agricultural changes. Make a systematic bog sample to reduce variance in forecast on cranberry production. A mid-June forecast on blueberry production.	Partial acceptance of new 1-1/2 lb. bunch and master container for fresh asparagus. A directory of 1,300 roadside markets with facts on operating period and commodities handled. An expanded New Jersey agricultural statistics report including new county data.

PENNSYLVANIA

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
B-1	Expanding markets by grading of feeder cattle, dairy herd replacement market reports, a mushroom buyer's guide and improved mushroom marketing.	X	X
C-1	Reducing costs by improving facilities and operations in retail markets and auctions.	X	
D-4	Collecting new basic data on milk production and marketing, egg production and marketing, Christmas trees and fruit trees.	X	X
D-5	Gathering data on expanding beef cattle production and marketing.		X
E-1	Organizing commodity marketing advisory councils.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-1	Need for expanding outlets for Pennsylvania mushrooms, apples, peaches, and vegetables.	Develop and issue buyers' guides for mushrooms, apples, peaches, and vegetables. Use television and radio to tell consumers about products in season and in surplus. Encourage food editors to carry similar messages in their columns. Expand market news to cover mushrooms.	New buyers for the crops as a result of the buyer's guide. Apple Seal of Quality program well received. "Market Horizons" and "Fruit Facts" helped sales in domestic outlets. Mushroom producers and buyers requested continuation of the market news report.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-1	<u>Need to improve market for livestock.</u>	Grade lambs, feeder pigs, and calves at auction sales.	Improved buyer acceptance due to grading done at feeder pig and calf sales.
C-1	<u>Reduce costs in marketing eggs and mushrooms.</u>	Improve handling of frozen eggs by large users.	Prepared brochure for users of processed eggs. (Project shifted to State funds in fiscal year 1966.)
		Do preliminary review of transportation of mushrooms to Europe.	
D-4	<u>Need for data on milk production and marketing costs.</u>	Collect data from producers in selected counties in three milk sheds and 13 marketing areas for use in hearings on wholesale prices.	More orderly marketing and pricing of milk under State Milk Marketing Orders. (Shifted to State funds in fiscal year 1966.)
	<u>Need for more accurate information on the drastic changes in the size of egg producing operations.</u>	Conduct market survey to collect basic information on egg production and marketing.	Distributed the initial printing of 7,500 copies of the survey report and received requests for additional printings.
D-5	<u>Need for data on production and marketing of cattle.</u>	Collect more detailed information on stocker and feeder cattle supply, movement, and prices.	Assembled mailing list of 17,100 producers.
E-1	<u>Need to identify marketing problems and develop program solutions.</u>	Organized commodity advisory councils of producers, processors, handlers, retailers, and public agencies to advise the State Department of Agriculture and assist in the implementation of programs.	Promulgation of rules governing controlled atmosphere storage rooms for apples.

MARYLAND

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-3	Maintaining and improving the quality of Maryland agricultural products.	X	X
B-4	Expanding market outlets for all Maryland agricultural products.	X	X
C-3	Reducing the cost of marketing and transporting agricultural products.	X	X
D-2	Collecting, analyzing, and disseminating new basic data on agricultural marketings.	X	X
E-1	Improving roadside marketing.		X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-3	Need for more information on new grain standards and grain exporting.	Prepare and distribute information on revised grain grades to all news media and dealers. Prepare directory of docks accessible to ocean ship channels. Collect data on ingredient shortages in labeled feed stuffs and advise feed processors on corrective action.	Improved grain grading, moisture testing and marketing. Feed ingredient shortages corrected.
	Need for grain storage and drying facilities.	Survey grain firms and determine needs.	Made recommendations for expansion.

PROJ. PROBLEM

A-3 Need for soybean oil moisture and protein field testing services.

Inter-regional competition forcing more quality control in broiler production and processing.

Need for more grades and grading of feeder calves and pigs.

B-4 Need for improved and expanded markets for Maryland agricultural products.

PROGRAM FOR SOLUTION

Search for fast, simple, and inexpensive testing device or apparatus.

Locate and eliminate the source of off-quality birds by use of statistical quality control methods.

Use graded feeder calf and pig sales to demonstrate the difference in market values.

Improve apple sorting and potato varieties to satisfy market needs.

Promote sweet potatoes with Maryland Sweet Potato Week booth at State fair and the introduction of the "Mar-i-Gold" Seal of Quality program.

Demonstrate poultry grading.

Assist with the National Chicken Cooking Contest to promote broiler consumption.

REPORTED RESULTS

Made recommendations for expansion of service.

Three major processing plants requested and received assistance in the design and application of statistical quality control techniques.

During 1965, over 2,000 calves and 18,000 pigs were sold at prices netting \$100,000 above the regular market.

Improved the outlets for farm products.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
C-3	Need to inform Maryland producers of freight rate changes and transportation technology changes on finished products and feeds.	Provide Maryland producers and processors with information on prospective changes in technology that will affect their competitive position.	Two rail rate reduction proposals put up for public hearings.
	Inadequate freight rates.	Assist in preparation of testimony and briefs at rate hearings.	Industry obtained lower rates on corn from the area east of Illinois.
D-2	Need for new basic data on county supply, movement, prices, and facilities for livestock slaughter and egg sales.	Design new means of collecting, analyzing, and reporting production and marketing by counties. Survey retail egg sale outlets in southern Maryland to determine potential for expansion of egg production in that area. Collect, analyze, and report on meat slaughtering and processing plants in Maryland.	Savings now range from 7.5 cents to 10 cents per bushel. Results not yet reported.
E-1	Need for improved roadside market operation.	Organize a Maryland Roadside Market Association to permit more group action, discipline, and self-help.	Recommended against planning production increases. Started during fiscal year 1966. No reported results.

MATCHING FUND PROJECTS BY STATES, AREAS OF WORK, AND COMMODITIES - FISCAL YEAR 1966

STATE	A QUALITY IMPROVEMENT						B MARKET DEVELOPMENT						C COST REDUCTION						D MARKET INFORMATION						E MARKET STRUCTURE					
	1:	2:	3:	4:	5:	6:	1:	2:	3:	4:	5:	6:	1:	2:	3:	4:	5:	6:	1:	2:	3:	4:	5:	6:	1:	2:	3:	4:	5:	6:
VA.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
W. VA.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
KY.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TENN.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
N. C.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
S. C.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FLA.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ALA.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
MISS.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LA.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TEXAS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

SOUTHERN REGION - SUMMARY--CONTINUED

	A QUALITY IMPROVEMENT	B MARKET DEVELOPMENT	C COST REDUCTION	D MARKET INFORMATION	E MARKET STRUCTURE
	: 1: 2: 3: 4: 5: 6:	: 1: 2: 3: 4: 5: 6:	: 1: 2: 3: 4: 5: 6:	: 1: 2: 3: 4: 5: 6:	: 1: 2: 3: 4: 5: 6:
OKLA.	: : 0: 0: 0: : 0:	: : : : : : :	: : : : : : :	: : : 0: : : :	: : : : : : :
ARK.	: : 0: : : : :	: : : : : : :	: : : : : : :	: : : : : : :	: : : : : : :

<u>PROJECT AREAS</u>	<u>PERCENT</u>	<u>COMMODITIES</u>	<u>PERCENT</u>
A - Quality Improvement	41.6	1. Fruits & vegetables	36.6
B - Market Development	26.4	2. Poultry & eggs	22.6
C - Cost Reduction	11.0	3. Dairy	11.5
D - Market Information	17.2	4. Livestock & meats	15.2
E - Market Structure	3.8	5. Grain & seed	4.8
	<u>100.0%</u>	6. Other	<u>9.3</u>
			<u>100.0%</u>

SOUTHERN REGION - VIRGINIA

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-2	Improving marketability by proper grading, handling, buying, and selling practices.	X	X
B-3	Increasing the effectiveness of promotional activities.	X	X
B-4	Exporting farm products.		X
C-4	Reducing costs through improved market facilities, equipment, handling methods, storage, and transportation.	X	X
D-2	Providing new and additional market information on livestock, tobacco, fruit, vegetables, and transportation.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>																				
A-2	Need to improve the quality and marketability of farm products.	Develop incentives for quality through sales of graded feeder pig, lamb, slaughter hogs and cattle, dairy heifers, and breeding sheep.	Sale prices for quality livestock provided basis for improvements in the quality of livestock being produced.																				
		Direct marketing of quality eggs to local area stores.	Production of higher quality eggs was started.																				
B-3, 4	Need to expand outlets for Virginia farm products.	Assist slaughterers in making contacts with potential feeder buyers in distant States and Canada.	<table border="1"> <thead> <tr> <th><u>Special Sales</u></th> <th><u>Volume</u></th> </tr> <tr> <th></th> <th>1965</th> <th>1966</th> </tr> </thead> <tbody> <tr> <td>Dairy Heifers . . .</td> <td>505</td> <td>3</td> </tr> <tr> <td>Dairy Steers . . .</td> <td>398</td> <td></td> </tr> <tr> <td>Replacement Ewes .</td> <td>442</td> <td>9</td> </tr> <tr> <td>Feeder Pigs . . .</td> <td>33,235</td> <td>28,5</td> </tr> <tr> <td>Slaughter Cattle .</td> <td>1,970</td> <td>3,0</td> </tr> </tbody> </table>	<u>Special Sales</u>	<u>Volume</u>		1965	1966	Dairy Heifers . . .	505	3	Dairy Steers . . .	398		Replacement Ewes .	442	9	Feeder Pigs . . .	33,235	28,5	Slaughter Cattle .	1,970	3,0
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<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-3, 4		Use Tel-O-Auctions to facilitate sales to absentee buyers. Develop buyer contact in Europe on tobacco, turkey, hatching eggs, poultry, dairy heifers, and other items.	Shipped 675 heifers to Italy. Sold hatching eggs, chickens, and processed poultry overseas.
C-4	Need for reducing the cost of marketing.	Assist in the pooling of livestock by grades to increase size of lot and reduce cost for buyers and truckers. Use Tel-O-Auctions. Counsel on bookkeeping and accounting for special livestock sales. Redesign physical layout of livestock auctions and other facilities. Help to improve overseas transportation via ship and air for dairy calves. Provide assistance in reducing rates on shipment of grain. Conduct grain handling cost studies.	Increased demand for assistance indicates results of value. Reduction in the per head costs of auction operation have been attained by: (1) commingling of ownership for larger lots; (2) Tel-O-Auction usage; and (3) redesign of auction layout. Transportation work cut costs of exporting livestock. Reductions in the rates on grain and feed moving into Virginia.

VIRGINIA

PROJ. PROBLEM

PROGRAM FOR SOLUTION

REPORTED RESULTS

D-2	Redesign egg cartons.	Improved marketability of eggs and sweet potatoes.
	Conduct farm egg grading studies.	
	Conduct sweet potato survey with emphasis on reducing bruising.	
	Survey and report on Virginia egg production and marketing.	
	Prepare summaries on special livestock sales.	The published list of truck brokers facilitated the use of local truckers and trucker-buyers.
	Compile directories of truck brokers, and sources of grain and feed ingredients.	Reports on poultry exports were made available semi-annually.
		Virginia egg and poultry production and marketing survey published.

WEST VIRGINIA

PROJECT

TITLE OF PROJECTS

Fiscal Years

1965 1966

A-1	Improving the quality of dairy products.	X
B-2	Expanding market outlets for livestock, fruits, vegetables, poultry, eggs, tobacco, and timber.	X X

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
D-2	Collecting new basic data for dairy products, forest products, poultry, eggs, fruits, and vegetables.	X	X
A-1	Need for leadership in a program which will develop interest and coordinate efforts of producers, processors, and others in improving the marketability and the consumption of dairy products.	<p>Assist in the establishment and use of a milk marketing council to formulate and implement plans for action programs.</p> <p>The action programs should include the following: exchange of information on needed improvements in milk products, increased Grade A milk production, technical assistance pointed at improvements in milk handling and processing facilities and equipment, reducing costs in handling and processing, survey of retail outlets to obtain information on needed improvements in handling and product marketability, and increased use of TV and dairy displays at festivals and fairs to increase demand.</p>	<p>This project started in mid-fiscal year 1966.</p> <p>No results reported due to problems in obtaining personnel.</p>
B-2	Need for expanding economic opportunity for 31,000 small or part-time farmers; need for improved markets and marketing for these and the 14,000 larger farmers in the State.	Enlist the cooperation of producers, suppliers, and marketers in a program designed to improve the level of production and marketing by pooling, grading, and packaging many small lots from many small farmers into larger and uniform lots to reduce the costs of handling and facilitate buying by outside buyers.	An increased interest by industry in producing and marketing produce in a form that will attract buyers and improve returns.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-2	Need for assistance in grading and selling <u>timber</u> .	Improve communication between woodlot owners, professional foresters, saw mill owners, and pulp wood buyers.	No significant results due to loss of personnel serving in this area of work.
	Need for efficient marketing of rapidly expanding <u>strawberry</u> acreage.	Assist in organizing producers to purchase plants and supplies and market the crop in cooperation with the Extension Service and Farmers Home Administration.	
		Expand farmers' markets to provide cooling and holding space.	Strawberry sales in 1965 totaled \$500,000.
	Need for group action and use of common facilities by small orchardists for cooling, grading, packaging, and selling.	Provide packing shed and cold storage facilities and technical assistance to small growers.	Acreage expanded from five acres in 1961 to 550 acres in 1966.
	Need for supplemental income from honey sales for low income families in the southeast part of the State.	Establish a set of rules and regulations governing the delivery, processing, grading, and packaging of honey.	Thirty-five growers used one farmer's market for marketing 40,000 bushels of fruit worth \$100,000.
			Assisted 350 low income families in grading, packaging, and marketing honey.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-2			
	Need for improved facilities, organization for grading, sizing, packaging, and marketing tomatoes in Wayne County.	Add honey processing equipment in the Beckley market, promote the brand name "Honey in the Rock," and find markets for these products.	Improved marketability for more than two million pounds of honey.
	Need for marketing services and hulling for <u>black walnuts</u> .	Provide the packing shed and assistance in developing and using the necessary grades, grading, packaging, and marketing facilities.	In 1964, 20 growers planted eight acres. In 1966, growers planted 60 acres.
	The mountain farmers' need for a place to market ginseng, yellow root, ginger, and blood root.	Provide hullers and a facility for selling at farmers' market.	Sold over 500,000 pounds of black walnuts in 1965.
	Need for assistance to small <u>Christmas tree</u> producers in marketing their trees.	Organize farmers to use the farmers' market.	Buyers were attracted to the market and volume sold and returns per unit were increased.
	New and expanding production areas in mountain counties.	Provide technical service to improve trim, bundling, tying, tree selection, and the use of farmers' markets for organized selling.	Sold 4,435 trees in 1964, and 11,749 in 1965.
		Assist in organizing groups and providing technical services and advice covering supply, purchases, grading, packaging, and marketing.	Arrangements were made by farmers for sales to potato chip and freezers of potatoes and vegetables.

PROJ. PROBLEMPROGRAM FOR SOLUTIONREPORTED RESULTS

B-2

Lack of producer and handler knowledge of the new model egg law.

Need for more uniform flow of tobacco through the auction market of Huntington.

Argument between sellers and buyers over "in weights" and "selling weights."

Demand for some fair means of marketing homemade jams, jellies, pickles, etc.

Meet with groups and individuals to discuss the possible benefits to be derived by producers and marketers by implementing this law.

Develop and use a card system to control delivery schedules.

Develop a more equitable weighing system.

Develop and distribute brochures on marketing homemade products.

Marketings totaled more than \$50,000 in 1965.

These sales encouraged further expansion of production among low income farmers in the mountain counties.

Farmers' market sold over a half million dozen better quality eggs in 1965.

Some improvement in the flow of tobacco.

No reported solutions to weighing problems.

No reported results as yet.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-2	Need for improvements in farmers' markets to handle increasing volume, and avoid market gluts.	Expand farmers' market facilities and improve equipment. Assist in organizing and training groups for a better understanding of what they can and should produce to satisfy buyers.	The State legislature appropriated \$35,000 for refrigeration and additions to the Beckley market.
	Demonstrational calf sales fail to provide adequate and effective selling arrangements to be attractive to out-of-State buyers or to satisfy demand for grading services.	Reduce the number of sales from 50 to 35. Increase size of graded lots to trailer or truck-load packages. Convert the demonstrational sales to a special sale at the regular auction markets. Limit special sales to well graded calves that meet more strict grade standards.	Additional space was being planned for the Parkersburg facility; a new facility is planned for the southwest area; new receiving stations established at Franklin, Grantsville, Danville, and Hampden; truck pickup routes were in operation at Pineville and Parsons.
	Need for improving efficiency in the 22 livestock auction markets.	Promote communication between auction operators and producer leaders. Provide more grading help on auction day.	The 25,296 graded calves sold at 1.37% above regular auction prices for similar quality.
			Improved auction and producer understanding of problems and areas for feasible improvement.

WEST VIRGINIA

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
D-2	Need for more data on production, volume, time of harvest, trends in production, and prices by areas and counties.	Collect and publish county data by commodities.	Published reports on six crops and eight classes of livestock. Released special reports on poultry and dairy production, trends, and prices. Did a quarterly forest products market information report on volume and prices secured from first buyers of saw logs and pulpwood.

KENTUCKY

Fiscal Years

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	1965	1966
A-1	Maintaining the quality of livestock, dairy products, poultry, eggs, fruits, vegetables, grain, and tobacco.	X	X
D-2	Collecting basic data on poultry, eggs, soybeans, and tobacco.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	Antiquated marketing facilities and techniques for cattle.	Improve marketing procedures in auction markets. Expand use of cooperative sales.	An increase in the size of lots sold at four markets improved the marketability and price of feeder calves.
	Need for <u>pooled selling</u> of graded lots to attract buyers.	Encourage grading and sorting at regular auctions and buying stations.	
	Higher <u>standards</u> for manufactured milk.	Conduct training program for dairy fieldmen and milk haulers.	Despite a 25 percent decline in milk cow numbers, Kentucky milk production increased 9 percent.
		Improve quality and expand consumer demand through exhibits at fairs.	
	High <u>cost of operations</u> at egg grading stations.	Train workers in egg plants in grading and work simplification.	Improved egg quality.
	Need for consumer promotion.	Promote Egg Month.	
	Need for better understanding of U.S. grades for tobacco to help improve marketing.	Train workers to sort at stripping time and carefully grade at the farm.	Improvements in "stick" grading at the farm.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	Need for posted selling charges.	Encourage posting of selling charges in all auction scale areas.	Increased percentage of tobacco in the first three grades.
	<u>Need for improving roadside market operations.</u>	Help to train roadside marketers.	Marked improvements in the quality and value of roadside products.
	<u>Lack of grading, packaging, sales organization, and processing equipment for honey.</u>	Organize producers; adopt minimum standards for grades of honey.	Upgraded the product.
D-2	Need for data on changes in hay production and marketing.	Survey hay markets.	Report to be published.
	Need for more accurate data on hog production and marketing.	Conduct mail survey of hog producers.	

TENNESSEE

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>
A-2	Improving facilities, handling, and marketing methods for poultry and eggs.	1965 1966 X X

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
B-2	Improving grading, handling, and pricing of livestock.	X	X
D-2	Reporting livestock auction market news.		X
<hr/>			
<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-2	Need for upgrading the quality of eggs and improving the marketing process so Tennessee producers may better compete in State markets with out-of-State producers.	Assist in obtaining team work and recognition of quality needs by producers, handlers, and processors of eggs. Improve equipment and establish more sanitary conditions in egg breaking operations.	Improved egg handling equipment and breaking facilities. Higher quality eggs and relatively better prices for Tennessee eggs in many markets. Some leveling out of seasonal price fluctuations.
B-2	Increase in the number of beef cattle; need for a marketing system that would reflect consumer preferences to beef producers.	Hold carcass and cut shows to acquaint producers with variations in carcass values and their relations to consumer preference and cut-out value at the retail counter.	Increased concern with the meaning and use of carcass grades and cut-out values by livestock producers.
	Need for efficiency in marketing of slaughter livestock.	Use cooperative sales to teach livestock grades and grading and their meaning in pricing livestock.	A five cent improvement in relative prices paid for slaughter livestock.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-2	A 20 percent annual expansion of feeder calf and pig population created a need for more uniformity and quality of grade and weight in lots large enough to permit economic truck transportation to distant feed lots.	Expand size of cooperative feeder calf and feeder pig sales to permit packaging larger and more uniform lots. Work with regular auctions to run special feeder calf sales patterned after demonstration cooperative sales.	Improvements in the quality of calves coming to 41 demonstrational sales.
	A decline in the number of sheep on farms increased unit costs of handling and marketing lambs and wool.	Reduce the number of lamb and wool pools to reduce sales costs.	Number of pools reduced from 12 to 7.
D-2	Need for adequate price reporting on feeder calves and pigs.	Initiate Federal-State market news reporting of feeder calves and pigs.	

NORTH CAROLINA

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-1	Improving quality of all agricultural products.	X	X
B-4	Expanding outlets for farm products and assisting growers with processor contracts.	X	X
C-5	Improving marketing efficiency.	X	X
D-2	Reporting special crop and livestock estimates.	X	
E-1	Strengthening the market position of producers.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	Need to accommodate a changing market and revision in the <u>tobacco grade standards</u> .	Develop a marketing information and counseling program for producers; demonstrate better farm sorting of tobacco to improve trade acceptability.	Expanded demand for market service assistance.
	<u>Need for improvements in processing, packaging, and marketing <u>poultry and eggs</u>.</u>	Determine and correct causes of off-quality in eggs. Conduct egg quality schools.	Increase in merchandising of turkey parts. Improved producer handling and packaging of eggs for store-door delivery. Improved income to 121 commercial egg producers who were given direct market service help in quality control, handling, and packaging.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	<u>Need for improvement in slaughter hog markets and feeder pig markets.</u>	<p>Find new slaughter hog buyers for the southeast North Carolina area.</p> <p>Conduct market hog grading demonstrations in the southeast.</p> <p>Conduct a feeder pig demonstration sale program in the Piedmont area.</p>	<p>Established two new hog stations buying on graded basis.</p> <p>Improved prices to producers.</p> <p>New graded feeder pig sale established at Greensboro.</p>
	<u>Need for improved handling equipment and better packaging for fruits and vegetables.</u>	<p>Train personnel to operate new equipment.</p> <p>Survey market outlets to collect and evaluate criticisms of products and relay these facts to local producers and shippers.</p>	<p>A new service contract between producer group and auction firm.</p> <p>An increase in the use of grades in marketing feeder pigs.</p> <p>Improved fruit and vegetable sorting, handling, and packaging.</p>
B-4	<u>Lack of acreage and uniform supply causing high cost of assembling and processing of vegetables.</u>	<p>Work with producers to expand acreage and supply of vegetables for processing.</p> <p>Help to revise grower contracts and expand acreage.</p>	<p>Improved field and shipping containers.</p> <p>Improved income for many low income producers.</p> <p>Producers boosted income by \$85,000.</p> <p>Marketings of vine-ripened tomatoes increased by \$34,500 in 1964-65, and \$400,000 in 1965-66.</p>

<u>PROJ. PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-4 Need for expanding outlets for apples.	Assist producers in finding and satisfying out-of-State and export markets.	Expanded export sales of apples by \$185,000 in 1965 season and another \$170,000 in 1966 season.
Need to increase consumption of <u>poultry and eggs</u> by low income families in North Carolina.	Promote consumption via radio and television programs on use of eggs. Publish new egg and poultry cookbook for low income families (2,500 copies distributed in 1965-66). Prepare nutritional and other informational materials on poultry and eggs to 750 home economics teachers.	Obvious public interest and increased use of poultry and eggs.
Adverse publicity for dairy products in the diet.	Focus dairy consumer information and educational programs on school age children, particularly teenage girls. Distribute dairy information to food markets and restaurants.	Fluid milk use in State increased 3.9 percent.
Need for organization to improve competitive position of the 150 small corn grinding enterprises.	Assist in organizing small corn millers. Sponsor a fair booth and "Carolina Corn Bread Week." Improve corn mill operations. Produce and distribute corn meal recipe books.	Distributed 14,000 corn meal recipe booklets. Many improvements made in mill facilities, sanitation, and product packaging.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
C-5	Need to improve purity and viability of <u>seeds</u> from North Carolina's 130 seed processing plants.	Establish a program for packaged seed establishments to obtain more accurate labeling and identification of contents, correct net weights, adequate warnings on treated seed, better storage conditions, and accurate records; improve seed handling and processing equipment and facilities to avoid or prevent seed mixing.	Increased use of tote pallets for handling of seeds and paper bags for protection.
	Improper <u>corn</u> drying with an adverse effect on merchandising.	Hold seminars and conduct individual service work for grain dealers on drying methods and installation of proper equipment.	Redesigned equipment to prevent mixing of seeds.
	Need for added <u>grain marketing facilities</u> in southeast North Carolina.	Conduct a feasibility study in the southeast.	Improved corn quality in the market.
	Need for improvements in <u>food handling, processing, and marketing techniques</u> and methods.	Assist in planning for additions to facilities.	Nine additions or new plants were built in the southeast area with the combined new capacity for over 1 million bushels of grain.
		Assist food processors in determining the feasibility of new techniques in food handling and processing.	Sixty-seven food facilities were modernized in 1966.

NORTH CAROLINA

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
E-1	Need for expanded contract production for area vegetable growers.	Assist in negotiating contracts between producers and processors for production of vegetables.	<p>Assisted family groups working under the poverty program in negotiating contracts for the production of approximately 250 acres of strawberries.</p> <p>In 1966, production contracts covered an increase of 30,000 more planted acres.</p>

SOUTH CAROLINA

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-1	Improving the quality of farm products in South Carolina by providing the incentives within the marketing system. Special emphasis on produce sold through the Columbia market.	X	X
C-2	Improving efficiency and reducing costs of marketing.	X	X
D-2	Collecting additional data on poultry, timber, and peach tree numbers.	X	X
D-3	Developing and operating an information "filter center" to aid in marketing peaches and other crops.	X	X
D-4	Developing and disseminating improved cotton marketing information.		X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	Need for developing use of grade standards and for maintaining grades in labeling of products moving through market channels.	Conduct special grading service work for Little Swamp pole beans, peaches, watermelon, cantalope, and lima beans coming on the Columbia and Blackville markets, and for apple packing in the Long Creek area.	Producers in the Little Swamp marketing group sold No. 1 beans at increased prices.
C-2	Need for better understanding of trends and the changing structure of fruit and vegetable production, marketing, and processing. Need for additional fruit and vegetable processing facilities.	<p>Conduct a survey of existing vegetable canning and freezing facilities within hauling distance of South Carolina producers.</p> <p>Survey potential for production; include an appraisal of declining vegetable yields, conversion of special peach canning facilities to multi-product units and the merits of contract agreements for vegetable production.</p> <p>Survey fresh peach consumers in northern markets to provide basis for peach promotion work.</p> <p>Determine feasibility of sweet potato canning plant in Horro County.</p> <p>Conduct a comparative analysis of peach processing plant operating costs.</p>	<p>Peach growers who qualified their peaches for U.S. No. 1 netted an extra 50 cents per bushel on the Columbia market.</p> <p>Adverse crop conditions impeded progress in 1965-66.</p> <p>Consumers accepted mechanically harvested beans.</p> <p>Good potential for a vast increase in fruit and vegetable production.</p> <p>Sweet potato production in Horro County not adequate to support a canning plant.</p>

SOUTH CAROLINA

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
C-2	<u>Need for information on effect of mechanical harvesting on consumer acceptance of beans.</u>	Study mechanized snap bean harvesting and consumer acceptance of product.	Results of survey to be reported.
D-3	Need for more accurate and timely information on actual and anticipated supplies of products coming to market.	<p>Assist with an industry-wide organization to analyze needs for information and to develop plans and priorities for satisfying those needs.</p> <p>The development of an "Information Filter Center" for collecting, compiling, and projecting anticipated commercial movement of fruits and vegetables by volume, varieties, area of origin, and condition.</p> <p>Information to be made available 7 to 10 days in advance of harvest.</p>	<p>Peaches were given first priority in "filter center" by industry groups.</p> <p>Peach tree counts by variety, age, State, and area were secured.</p> <p>Daily information solicited on peach crop conditions and trends in area forecasts were made 10 days in advance of harvest.</p> <p>Reports were mailed weekly to over 400 persons in 1965.</p> <p>About 550 requested report for 1966 season.</p>
	Such information is needed for a number of fruits and vegetables by volume, varieties, condition, and production area.		

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
D-3	Need for specific information on prospective supply of peaches by varieties.	Prior to and during the peach harvest season collect, tabulate, and report data from all peach producing States on prospective supplies of peaches by varieties marketed during the first and last three days of the next week and the first three days of the following week.	Questionnaire mailed to users; 153 of 167 returns found reports valuable for following reasons: (1) Market planning; (2) advertising and promotion; (3) refined research; (4) better use of labor; (5) more efficient use of transportation.
D-4	Need for information on <u>cotton</u> quality characteristics by areas within State.	Obtain cotton samples each week from Columbia Cotton Classing Office. During the 12-week marketing season, report on tests by producing districts each week.	Growers and ginners became better acquainted with the cotton quality factors used by buyers for specific uses. Buyers were better informed on the location of cotton with certain quality characteristics, including the range in quality. It provided certain areas with a clear picture of weaknesses in their cotton quality improvement program.

GEORGIA

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>
		1965 1966
A-6	Improving quality and expanding outlets for grain, cotton seed, peanut seed, and corn meal.	X
A-7	Maintaining quality and expanding outlets for fruits, vegetables, nuts, and tobacco.	X
A-8	Improving quality and expanding market outlets for poultry and eggs.	X
D-3	Expanding State and local data on poultry, eggs, and commercial vegetables.	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-6	Need for information on grading and a more adequate inspection service for grain.	Train inspectors in sampling procedures and grades. Provide several sampling points around the State. Hold on-the-spot sieve sampling and inspection for crotalaria. Assist in training inspectors and elevator operators in moisture testing and control of insects in stored products.	Improvement in the quality of grain moving through Georgia markets.
A-7	Need to create markets for <u>sweet potatoes</u> , peaches, and apples.	Assist with promotional trade luncheons. Use the Georgia Farmers' Market system to expand markets.	Faster movement of local seasonal surplus of fruits and vegetables.

GEORGIA

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-7		Use radio outlets to announce prospective deliveries of local fresh vegetables at the markets.	
A-8	<u>Increase in Georgia egg production.</u> Need for improved quality control of Georgia eggs.	Encourage use of shell-egg cooling equipment. Encourage better handling techniques at all levels. Train shell egg inspectors. Control bacterial count. Improve egg breaking capacity.	Number of Grade A eggs increased 30 percent.
D-3	Need for more accurate data on eggs, beef, pork, and milk production.	Issue weekly hatchery reports. Survey and report on milk production monthly. Conduct surveys of cattle and hog marketings and slaughter.	Improved accuracy and usefulness of dairy, poultry, and livestock statistics.

FLORIDA

<u>PROJECT.</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>
A-1	Maintain quality and improve marketability of Florida poultry and eggs.	1965 1966 X

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-2	Develop equipment and methods to measure pounds solids in citrus for processing.	X	X
A-3	Improve the marketability of Florida livestock through demonstration graded sales.	X	X
B-1	Develop the "sunflavor quality" program for Florida products.	X	X
D-4	Improve information on livestock, dairy, and poultry production and markets.	X	X
D-5	Develop procedures for making more accurate and useful annual and five-year forecasts of citrus production.	X	X
E-1	Organize commodity groups to improve marketing techniques and to better coordinate supplies with market requirements.		X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	Need for improving the quality and expanding the market outlets for Florida <u>eggs</u> .	<p>Conduct retail store demonstrations for consumers.</p> <p>Disseminate consumer information on grades, weight, and quality.</p> <p>Work with institutional buyers and help on quality control and new uses.</p> <p>Work with home economists and other educational groups on grades, quality control, new dishes, and nutritional value.</p>	Improved egg quality and a 46 percent increase in Florida egg production in four years.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-2	Need for improved methods of determining pound solids of citrus.	<p>Install typical fruit receiving system at the citrus Experiment Station to test the accuracy of various sampling systems.</p> <p>Work with manufacturers in testing new equipment.</p> <p>Develop improved Brix acid determination procedures and equipment.</p>	Uniform sampling system now required in all processing plants.
A-3	Need for improving cattle and hog marketing.	Promote a series of feeder calf and pig sales to show the value of grades and uniform lots in attracting buyers and minimizing buying and trucking costs.	<p>Analysis of prices received indicated sales netted \$86,000 more than usual in 1966.</p> <p>Increased interest in commingling of ownership to get better prices.</p>
B-1	Need to create a market and seal of identification for Florida quality products.	<p>Develop and adopt the "sunflavor" State seal of quality program.</p> <p>Establish quality requirements for each commodity in the program.</p>	<p>Developed quality requirements on 22 products.</p> <p>In 1966, sunflavor shipments totalled 83,000 units with 65 producers licensed to use the sunflavor label.</p> <p>Issued a directory of all licensed sunflavor producers in Florida to ease distant buyer contacts.</p>

PROJ. PROBLEMPROGRAM FOR SOLUTIONREPORTED RESULTS

D-4 Need for better data on Florida poultry, egg, and livestock industries.

Assist Florida Crop and Livestock Reporting Service to assemble data on new production, processing, and marketing.

More accurate and timely information was made available.

D-5 Need for more reliable techniques of measuring yield of pound solids from individual orange groves and need for a refined system of maintaining citrus tree inventories.

Sample orange and seedless grapefruit groves for maturity, yield, acid, soluble solids, and weight of juice information.

More correct and earlier prediction of pound solid yields.

Switch from selective sampling inventories to probability sampling of trees.

Industry reported saving several million dollars because they could plan packing, marketing, and advertising programs to provide for more orderly marketing.

E-1 Need for a planned and steady flow of fresh fruits, vegetables, and melons to avoid demoralized markets.

Provide producers and shippers with more useful and timely facts on prospective market supplies.

Improved tree inventory techniques resulted in an eight percent reduction in variance.

Assist with organized planning of production to match prospective demand.

Markets stabilized and relative prices improved compared to earlier years.

ALABAMA

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-6	Improving quality and expanding outlets for poultry and eggs.	X	X
A-7	Improving quality, expanding outlets for fruits, vegetables, and nuts in farmers' markets.	X	X
<hr/>			
<u>PROJ. PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>	
A-6 Need for improving handling, grading, and marketing of eggs.	Give demonstrations on proper handling and storage to producers, dealers, retailers, and institutional help. Trace poor quality eggs from retailer to producer and correct trouble.	Improved layouts of egg receiving and grading plants Expanded out-of-State markets for eggs.	
High percentage of condemnation of broilers at processing plants due to improper catching, cooping, loading, and hauling practices.	Survey handling operations to observe causes for condemnation, and hold training sessions for producers, truck drivers, and plant personnel to eliminate specific causes.	Increased use of eggs in Alabama schools and institutions. Reduction in rejections of broilers.	
A-7 Need for improving saleability of products on the Birmingham farmers' market.	Provide incentives for producers to improve grading, sorting, packaging, and handling of vegetables delivered to the Birmingham market through demonstrations at meetings.	Five percent increase in products grading No. 1.	

PROJ. PROBLEMPROGRAM FOR SOLUTIONREPORTED RESULTS

A-7 Need for more competition, better quality, better packaging, and reduced cost of auction selling on the Dothan market.

Send weekly postcards to 325 buyers estimating volume, quality, and dates of arrival at market.

Hold vegetable grading demonstrations.

Volume increase in sales over previous years was 25 percent in squash, 50 percent in snap beans, and 150 percent in tomatoes.

A 25 percent increase in number of buyers.

Fewer false packs.

The Fort Payne Farmers' Market needs added volume, more buyers, and improved sorting, grading, and packaging practices.

Examine all loads arriving at markets. When produce not of good quality advise on action to improve quality, container use, and handling methods. Use television to demonstrate grades and grading and the use of proper containers.

Limited production not sufficient to meet demand. Further work to be done by all cooperating agencies.

Mobile Farmers' Market needs to adopt containers more suited to buyers' needs and more variety in produce offered.

Advise producers on improving quality, type of containers, and manner in which lots of produce should be loaded for shipment.

Increase in volume and quality, and expanded use of Mobile as an assembly market for out-of-State shipments.

MISSISSIPPI

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-3	Improving the quality and marketability of Mississippi agricultural products.	X	X
B-2	Expanding market outlets for fresh fruits and vegetables, particularly products arriving at farmers' markets.	X	X
D-2	Providing additional basic data and marketing information on cattle, dairy products, eggs, and grain.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-3	Slaughtering and meat processing on farms has declined while local custom slaughtering and processing has increased.	Provide technical assistance in planning new plants and modernizing existing plants to meet or exceed State standards for sanitation and inspection.	A marked improvement in maintenance, operation, and sanitation of meat plants.
	Expanding <u>grain</u> and soybean production and marketings.	Assist in forming a county soybean committee to coordinate activities dealing with soybean marketing problems.	Formed 23 five-man county soybean committees with 16 more committees planned.
	Need for new facilities and market services because of expanded exports.	Conduct a survey to provide more accurate and detailed information on storage needs of grains and facts on services needed in grain marketing.	Counseled with 135 grain elevator operators on marketing problems.

MISSISSIPPI

PROJ. PROBLEM

PROGRAM FOR SOLUTION

REPORTED RESULTS

A-3

Suggest more on-farm storage for soybeans.

Assisted in planning eight new facilities.

Provided resource data for location of two new soybean processing plants.

Hold marketing and grading clinics for elevator operators.

Held six marketing clinics for elevator operators.

Rapidly expanding egg production created a need for improved grading, marketing, and handling.

Adopt and interpret a revised egg law based on the State Model Egg Law.

Egg quality improved.

Provide trained personnel to assist producers and dealers in operating under the revised law.

Cash receipts from eggs increased from \$40 million in 1961, to \$77 million in 1965.

Need to eliminate pesticide residues and maintain quality and consumer acceptance of dairy products.

Work with processors, producers, and the University to establish sampling and testing programs to eliminate source of contamination in milk and other dairy products.

In 1965, sales of \$47.7 million were \$25.6 million above 1964.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-2	Increasing costs of producing, harvesting, packaging, and marketing fresh vegetables and the increasing competition from large scale units in other production areas reduced Mississippi's ability to compete in out-of-State markets.	Assist in obtaining sufficient production and supply commitments of vegetables to satisfy a large scale processor.	New vegetable processing plant opened near Crystal Springs, September 1965, capable of processing 10,000 acres of vegetables.
	Need for large scale processing plant within the State.	Demonstrate proper methods of grading, packing, and merchandising on Jackson farmers market.	Another processing plant being discussed for the Delta area.
	Need for improved quality.		Improved quality and merchandising on the Jackson market.
D-2	Need for more detailed data on production of specific commodities by areas in the State.	Collect and analyze data on Mississippi egg marketing outlets. Develop specific techniques for a pre-harvest forecast of pecan yields and production.	Growers' sales in the Jackson farmers market increased from \$450,000 in 1964, to \$591,000 in 1965. Published report on poultry and egg marketing by outlets. Planned and programmed research to determine accuracy of August and September nut counts as a basis for estimating pecan yields and production.
			The system used in 1965 was revised for use on 1966 pecan crop.

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>LOUISIANA</u>	
		<u>Fiscal Years</u>	
		1965	1966
A-5	Improving the quality of Louisiana agricultural products.	X	X
B-2	Expanding market outlets for farm products.	X	X
C-5	Improving facilities and reducing marketing costs of transportation.	X	X
D-4	Assembling data and market information on all agricultural products.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-5	Need to improve marketing and retailing of eggs.	Survey retailers to identify problems in buying and merchandising eggs. Work with retailers and handlers to correct deficiencies in equipment, handling, and storage techniques. Acquaint producers with grade standards and quality maintenance.	Increased egg sales in chain stores. Improvement in quality of eggs delivered to packers and retailers.
	Need to improve sweet potato quality.	Evaluate consumer acceptance of grades and accuracy of grading.	Improved yam quality. Increase in prices received by growers.

LOUISIANA

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-5	Need for improved pecan quality.	Work with shellers to determine the extent and cause of off-quality.	Improved acceptance of Louisiana pecans, and less selling at distress prices.
	Need for improved processing and marketing facilities for soybeans and small grains.	Work with elevator operators and shippers to improve equipment to eliminate contamination.	A measurable improvement in the average grade of grain.
	Need for higher quality strawberries.	Use precooling equipment at point of production and increase use of fungicide to reduce spoilage.	Return of 50 cents per crate more to growers.
	Reduced consumer demand and relatively low prices for Louisiana watermelons.	Organize grower associations to produce new varieties. Use shade to maintain quality of melons prior to loading.	Producers marketed 100 percent more watermelons at profitable prices.
	Need for improved facilities and handling methods for vegetables following heavy damage by hurricane.	Organize intensive program to provide counseling in rebuilding facilities with improved grading, sorting and packaging equipment, and methods of handling.	A better product resulting from the use of improved facilities and methods has attracted additional buyers and brought improved prices.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-5	Changing technology in the textile industry spot-lights the need for improved ginning of the \$100 million Louisiana cotton crop.	Fewer, but larger, gins using modern equipment.	A reduction in the percent of cotton falling in the category of "rough preparation" from an average of .225 percent in 1951-64 period to .05 percent in 1965.
	Lack of trained personnel for operation of the modern gin.	Finding and training or retraining cotton gin personnel. Assisting ginners in correcting errors in the operation of gin machinery.	Estimated savings amounted to an average of \$375,000 per year.
	High humidity in producing areas and the resultant problem of maintaining quality in the drying process.		
	Relatively low value of Louisiana beef in the markets.	Train meat graders for service work in slaughter plants that use the new State Meat Inspection and Grading Service.	The combination of the newly instituted programs of inspection for wholesomeness and of grading made Louisiana slaughtered meat more acceptable to consumers, retailers, and institutions.
	Lack of grading for locally slaughtered beef.		

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-2	<u>Increase in sweet potato production called for expanding outlets.</u>	Assist the Louisiana Sweet Potato Commission with product promotions as follows: Yam Week tour, TV and store demonstrations on uses to consumers and surveying retail outlets and buyers for suggestions on improving yam merchandising program.	Increased consumer acceptance of flakes and canned yams.
	<u>Expanding out-of-State markets for Louisiana strawberries.</u>	Close cooperation with the "Associations" sales agents and the Louisiana Strawberry Advertising Commission in an out-of-State promotion campaign.	Fresh yam shipments are 838 cars ahead of 5-year average --went to 25 States--total value of crop \$12.6 million in 1965-66.
	<u>Expand markets for watermelons.</u>	<p>Weekly news released to the trade on probable time of harvest, acreage, and production.</p> <p>In-store promotion during harvest season.</p> <p>In cooperation with Melon Growers Association, provide information on melons by types, location, and probable harvest dates for dissemination to all potential buyers.</p> <p>Consolidate small lots of desirable varieties and sizes into trailer loads.</p> <p>Use TV and radio to publicize harvest period for consumers, wholesalers, and retailers.</p>	By expanding market outlets for Louisiana strawberries, particularly in cities where major promotional efforts were expended, supplies moved on a regular schedule and it was not necessary to sell at depressed prices in order to move temporary surpluses.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-2	<u>Expand markets for <u>fresh</u> vegetables.</u>	<p>Collect and disseminate information on acreage planted and approximate harvest dates.</p> <p>Use TV and radio to create demand during shipping season.</p> <p>Contact and survey out-of-State markets to explore ways of expanding outlets.</p>	Fresh vegetable production cut by hurricane; hence, results not meaningful.
	<u>Need to expand market outlets for <u>tomatoes</u>.</u>	<p>Inform news media and buyers on acreage planted and approximate harvest dates for tomatoes by areas.</p> <p>Make TV and radio announcements in harvest season to stimulate demand.</p>	<p>Tomato sales in northeast Louisiana auction were largest in history, and 35 percent above the previous year.</p>
	<u>Need to establish the most efficient and effective means of using <u>public service time and space</u> to promote the sale of Louisiana farm products.</u>	<p>Provide through TV, radio, and newspapers timely information on a regular daily or weekly schedule.</p> <p>Include both live and taped material for radio and TV as well as daily and weekly releases for newspapers.</p>	<p>The number of radio stations using daily tapes increased from 6 to 15 during 1965-66.</p> <p>Fifty-two other stations use one radio tape each week.</p> <p>Twenty-five weekly newspapers use "Farm and Folks" column on a regular basis.</p> <p>Ten Louisiana stations are using tapes on a regular basis.</p> <p>Estimated annual value of TV and radio time amounts to \$500,000.</p>

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
C-5	Need for modernization of an existing <u>egg breaking facility</u> . Need for a market outlet for odd shaped and <u>cull sweet potatoes</u> that cannot be used in canning. Also need: rice mill storage; poultry processing plant; custom feed mill; elevator space for expanding soybean and grain production; a meat packing facility.	Make technical assistance available for modernization of the equipment and its arrangement in one plant. Assist with addition of a sweet potato flaking operation to existing canning operation. Provide technical assistance and advice on the location, size, and type of these facilities.	This processor regained 90 percent of his lost customers. Fuller utilization of sweet potatoes as well as canning plant personnel.
D-4	Lack of information on production of commodities by kind, quality, and and expected date of availability by parishes.	Provide for the collection and dissemination to buyers of timely information on crops by parishes.	Distributed 12,000 copies of "Availability Reports" to trade. The report assisted in selling 100,000 bales of surplus hay from one parish, 5,000 gallons of syrup from another as well as sweet potatoes, watermelons, strawberries, and mixed green vegetables.

TEXAS

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-3	Improving marketability of Texas agricultural products.	X	X
B-2	Expanding market outlets for Texas agricultural products.		X
D-2	Collecting and disseminating marketing information.		X
E-1	Improving the organizational structure of the Texas agricultural marketing system.		X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-3	<u>Need for unbiased information on types of products and kind of packages wanted and condition of fruits and vegetables arriving at major markets.</u>	Enlist the cooperation of research workers and industry leaders in conducting a survey of buyers or handlers at major markets to provide growers and shippers with information on market needs.	The team completed a survey of 100 firms in 16 major markets where Texas citrus is sold. Results: 56% thought net weight of standard citrus box was less for Texas fruit; 17% wanted better grading and enforcement of standards; 56% said combination citrus grades used in Texas were confusing and 81% felt they lowered price; 88% felt Texas grade standards were high enough for carrots, onions, citrus and tomatoes, but only 14% felt lettuce standards were high enough.

TEXAS

PROJ. PROBLEMPROGRAM FOR SOLUTIONREPORTED RESULTS

B-2 Need for expanding outlets for Texas lamb, turkey, eggs, and sweet potatoes.

Assist industry groups in the evaluation of alternatives for a promotional effort and pilot exhibits at fairs and other locations.

Exhibits shown at eight fairs or shows.

Commodity groups in need of assistance in handling alleged inequities in freight rates.

Employ a specialist to assist commodity groups in their analysis of freight rates and in freight rate adjustments where such is deemed justified.

Assistance given in the design and distribution of point-of-sale material for the Sweet Potato Council.

Declining lamb consumption in Texas.

Have Texas A&M and USDA research staffs assist the industry in a survey to determine how retailers used promotion material provided by Sheep Producers Council and how consumers were influenced by the material.

Sweet potato sales in some areas increased.

Special work was done for a poultry and egg group in East Texas, the Texas watermelon growers, the fruit and vegetable producers, and shippers in the Rio Grande Valley.

Freight rates on cabbage reduced.

The survey revealed that only a small percentage of the 100 chain stores actually received the promotion material sent to chain headquarters.

Store managers indicated recipes were the most useful item furnished.

TEXAS

PROJ. PROBLEM

PROGRAM FOR SOLUTION

REPORTED RESULTS

B-2

D-2 Need for facts on current and future market information needs of producers, marketers and processors by commodity groups.

Develop a survey schedule and sampling procedure in cooperation with State University, Extension and research workers, the State statistician, and USDA designed to provide specific facts on information needs in each commodity area.

Houston consumers increased lamb purchases during the six weeks following the promotion period.

E-1 Need for assistance by producers in planning and organizing for group action to facilitate marketing in certain areas and commodities.

Provide special assistance to measure the need and feasibility of organizing a group to obtain desired marketing facilities and selling efficiency.

Surveyed grain producers and handlers, fruit and vegetable industry in Pecos, Hereford, San Antonio, and Houston terminal market, and about one-half of all poultry and egg production areas in the State.

Reporting systems are being changed as findings warrant.

Assisted in organizing the Texas Egg Cooperative and the Texas Watermelon Growers and Distributors Organization.

OKLAHOMA

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-2	Expanding market outlets for vegetables, pecans, eggs, livestock, and poultry.	X	X
A-3	Maintaining quality of dairy products.	X	X
D-2	Collecting and disseminating additional market information.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-2	Poor quality eggs delivered by Oklahoma egg producers caused loss of in-State market.	Assist Oklahoma Egg Council in upgrading handling and marketing practices on eggs. Utilize fair booths and demonstrations.	
	Lack of uniform quality and need for strong marketing organization for pecans.	Assist pecan producers with a pooling effort to facilitate marketing and provide a base for promotion and education.	A 1 cent to 3 cent per pound gain in prices received by those participating in the pool.
	Lack of an effective <u>feeder calf sales</u> program for smaller beef producers.	Assist in organizing a program of certifying feeder calves of specified quality and use Federal-State grades in sales.	At feeder calf sale, 27 growers participated with a total volume of 4,175 head. Results point to more participation in the future and a need for the establishment of more calf sales.

OKLAHOMA

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-2		Assist the Oklahoma Beef Institute in planning exports of breeding stock.	One shipment to Greece resulted in favorable reactions and many followup inquiries.
A-3	Need for <u>improving</u> quality sanitation of handling frozen dairy desserts.	Survey equipment, facilities, and handling procedures for processing frozen desserts. Collect samples of the products from all ice cream manufacturers and outlets in the Oklahoma City and Tulsa areas to be analyzed by State Dairy Laboratories for content and contamination.	Expanding exports to other countries. Laboratory results mailed to each outlet or plant in survey.
D-2	Need for more systematic and detailed <u>information</u> on dairy marketing.	Survey producers, handlers, and processors to obtain data on production and marketing practices, equipment, and facilities for processing.	Results will be measured by followup survey of sample group.

ARKANSAS

<u>PROJECT</u>	<u>TITLE OF PROJECT</u>	<u>Fiscal Years</u>
A-1	Maintaining the quality or improving the marketability of poultry and eggs.	1965 1966 X X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	Competition from large egg producers in other States.	<p>Adapt egg carton equipment to permit easy accommodation to the differences in required legal carton stamping in the various States to which Arkansas eggs are shipped.</p> <p>Train personnel in grading and quality control.</p> <p>Adopt Model State Egg Law.</p> <p>Execute a new Federal-State trust agreement for grading and quality improvement.</p>	<p>Percent of checks in one egg packing operation dropped 3 percent.</p> <p>Two egg specialists added to State department of agriculture staff to assist in expanding outlets within the State.</p> <p>The new Federal-State trust agreement led to a trainee program which will improve the level of competence in egg grading personnel.</p>

MIDWEST REGION - SUMMARYMATCHING FUND PROJECTS BY STATES, AREAS OF WORK, AND COMMODITIES - FISCAL YEAR 1966

	A QUALITY IMPROVEMENT	B MARKET DEVELOPMENT	C COST REDUCTION	D MARKET INFORMATION	E MARKET STRUCTURE
OHIO	: 1: 2: 3: 4: 5: 6:	: 1: 2: 3: 4: 5: 6:	: 1: 2: 3: 4: 5: 6:	: 1: 2: 3: 4: 5: 6:	: 1: 2: 3: 4: 5: 6:
IND.	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:
ILL.	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:
MICH.	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:
WIS.	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:
MINN.	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:
IOWA	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:
MO.	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:
N. DAK.	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:
S. DAK.	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:
KANSAS	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:
NEBR.	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:	: 0: 0: 0: 0: 0: 0:

PROJECT AREASPERCENT

A - Quality Improvement	22.7
B - Market Development	23.3
C - Cost Reduction	14.2
D - Market Information	29.8
E - Market Structure	10.0
	100.0%

COMMODITIESPERCENT

1. Fruits & vegetables	32.4
2. Poultry & eggs	11.0
3. Dairy	14.4
4. Livestock & meats	26.5
5. Grain & seed	11.7
6. Other	4.0
	100.0%

MIDWEST REGION - OHIO

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
D-4	Establishing a hay market news service for Ohio.	X	X
D-5	Improving Ohio timber price reports.	X	X
D-6	Conducting a fruit tree count by age and variety	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
D-4	A shortage of <u>hay</u> during the winter of 1963-64; need to identify areas of plentiful supply.	Survey producers and dealers to obtain a list of those well-supplied with hay who would cooperate in reporting supplies and prices. Collect and disseminate information on hay supply and prices by varieties, cuttings, and conditions for each of four regions within the State.	The need for such information became less acute when new hay crops ended the shortage. Twenty-five reporters were located throughout the State.
D-5	Need for better information on <u>timber</u> prices, especially for small operators with no access to market trend data.	Collect facts on timber prices by types and quality and disseminate in October and May each year.	Prices paid by 250 timber buyers are reported. Copies of the reports distributed by direct mail to the Soil Conservation Service and to county agents in Southeastern Ohio.
D-6	Need for new information on the number of <u>fruit</u> trees by age and variety.	Develop mailing list of commercial orchards to survey tree numbers.	Survey work completed September 1965 showed that shift in production by types was more drastic than anticipated.

INDIANA

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-3	Improving quality of agricultural products.	X	X
B-2	Expanding outlets for farm products.	X	X
C-2	Reducing costs in marketing Indiana farm products.	X	X
D-5	Collecting and disseminating market information.	X	X
E-1	Improving the organizational structure of the marketing system for horticultural crops.		X
E-2	Developing procedures for improving performance of marketing firms.		X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-3	<u>Need for improving quality and flavor of dairy products.</u>	Conduct clinics and seminars for dairy inspectors, producers, plant operators, fieldmen and milk truck drivers.	Established use of minimum standards for manufacturing milk; lowered bacterial count in milk samples.
		Provide a mandatory sediment testing program for bulk milk.	A marked reduction in the sediment in bulk milk.
	<u>Need for a quality control program for fruit and vegetable processors and adoption of new processing technology.</u>	Conduct a quality control school for processing technicians and provide in-plant counseling on new techniques.	Trained 70 technicians in quality control methods and new techniques.
			Assisted in the testing and adoption of new quality determination methods for tomatoes.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
	<u>Need for grower organization to improve grade standards of <u>ornamentals</u>.</u>	Organize central Indiana florists for group action. Provide information and training programs for growers and workers.	Monthly information letter containing latest techniques for improving crop quality distributed to florists.
B-2	Need for consumer and buyer information on the availability of local <u>vegetables</u> and <u>fruits</u> in harvest season.	Prepare and issue consumer information releases and fruit and vegetable supply reports showing availability of individual commodities, locations, crop conditions, quality, and types of shipping containers available.	Better consumer demand for seasonally available fruits and vegetables.
	<u>Need for technical and economic information for growers, shippers, and marketing firms.</u>	Assist with consultations, area meetings and informational letters containing information on improving quality through harvesting and handling procedures, grading, packaging, storage and in-transit cooling methods.	More orderly movement of supplies, market development and expansion, and higher quality offered on market.
	<u>Need for assistance by <u>roadside market operators</u> in developing profitable market operations.</u>	Develop educational program for market operators by holding statewide conferences and providing assistance to individual operators on market layout, construction, packaging, handling, and storage.	Improvement in quality and condition of products marketed, reduced handling operational costs, fewer storage and in-transit spoilage losses, and new market outlets.
			Newly designed markets constructed.
			Expanded sales volume.
			New market outlets.

PROJ.	PROBLEM	PROGRAM FOR SOLUTION	REPORTED RESULTS
C-2	Need for <u>up-to-date management techniques</u> in the light of changing technology, increasing costs of labor, processing, and marketing.	<p>Assist dairy firms with operational efficiency and business.</p> <p>Assist livestock markets and meat processors in controlling costs and reducing marketing margins by improving information services.</p>	<p>Cost reductions through improved operational efficiency and mechanization data processing system. Livestock procurement control procedures saved packers 4 to 6 cents per head.</p> <p>Bimonthly newsletter distributed to livestock market and meat packing plant management.</p> <p>Estimates on livestock supplies and prices also distributed.</p>
D-5	Need more <u>accurate and timely market information</u> .	<p>Prepare and distribute monthly publications of "Economic and Marketing Information for Indiana Farmers" and "Indiana Farm Prices."</p> <p>Conduct a survey of harvesting, storing and drying methods of corn and survey breeds of cattle and hogs.</p>	Producers able to make better marketing decisions using data on supply and demand conditions.
E-1	Need to evaluate marketing trends and improve competitive position of <u>fruit and vegetable industry</u> .	Develop problem-solving procedures to assist grower-shippers and marketing firms in analyzing marketing problems.	Grower-shippers assisted in evaluating present and future market requirements of wholesale and direct buying agencies.

INDIANA

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
E-2	<u>Changing structure of agricultural production and marketing with larger production units, more contract production and specification buying on the part of large firms.</u>	<p>Make known to producers and managers procedures for group action.</p> <p>Evaluate processor-producer contracts and their influence on location of processing plants.</p> <p>Identify problems facing egg, turkey and livestock industries.</p>	<p>Some revised egg contracts.</p> <p>New hog contracts.</p> <p>Mergers and consolidations in local grain elevators and dairy plants.</p>

ILLINOIS

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>
		1965 1966
B-3	Expanding markets for apples and peaches.	X X
C-5	Determining how changes in transportation of grain affect the market.	X X
D-6	Collecting, analyzing and disseminating new basic data on supply, prices, movement and facilities for marketing Illinois agricultural products.	X X
D-7	Determining requirements for and testing market news coverage of direct sales of livestock.	X X

ILLINOIS

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-3	Lack of information on quality and acceptance of Illinois <u>apples</u> and <u>peaches</u> .	Survey buyers and retailers to obtain information on needed improvements in quality packaging. Assist retailers with in-store merchandising displays. Maintain fruit exhibits at popular locations. Distribute information on quality and movement of apple and peach crops.	More orderly marketing of apples and peaches. More buyer and consumer awareness of availability. Growers improving grading, packaging, and handling.
C-5	Need for information on <u>modes of transportation</u> used on commodities and impact of rates on prices, markets and marketing.	Collect and analyze data on rates and volume shipped by types of transportation. Determine areas for improvements or changes.	Opposing views on rates and solutions. Coordinated shipper approach. Need for industry understanding and programs. Storage capacity and efficient use of transportation needed. Statement presented to carriers and regulatory agency for rate and protective service improvements.
D-6	Need for more facts on changing patterns in production and marketing.	Increase sampling to permit quarterly county and district measures of change. Break down livestock supply marketings and price data to permit more analysis by classes, age, and weights. Collect data on storage and market outlets for soybeans.	More refined reporting on beef cattle than dairy cattle production and marketings. More realistic feeder pig pricing. Better data on type of market used by size of farm operation. County soybean variety data used extensively by exporters and domestic processors.

ILLINOIS

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
D-7	<u>Need for more current and accurate data on direct sales of slaughter cattle.</u>	Conduct tests to determine the most efficient methods of collecting, organizing and disseminating news on direct cattle sales.	Weekly reports go to an average of approximately 200 buyers and large cattle feeders.

MICHIGAN

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-2	Maintaining quality of fruit, vegetables, livestock and meat	X	X
A-3	Establishing certification program of virus-free nursery stock.	X	X
B-1	Planning for work on export trade.	X	X
B-2	Improving marketing and expanding outlets for Michigan potatoes.	X	X
B-4	Improving roadside markets.		X
C-1	Developing export program utilizing St. Lawrence Seaway.		X
D-3	Counting fruit trees by varieties and counties, bean production by kinds, egg production and marketing by large producers.	X	X

MICHIGAN

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	Need for increasing demand and consumption for Michigan agricultural products. Growers not producing for ultimate consumer but for production sake alone.	Use TV, radio, publications and meetings for information dissemination on marketing. Work with individual producers and groups to improve marketing techniques.	Daily radio market information for vegetables, fruits, eggs and poultry broadcast over University radio. Seal of Quality authorized on celery, eggs, potatoes, green lettuce, and tomatoes.
A-3	Need for certified virus-free <u>nursery stock</u> .	Provide a service for "indexing" and certification of nursery stock.	Tomato industry recovered market lost because of poor quality. Started graded feeder calf sales using Federal grades. Published bulletin on quality differentials between hand harvesting and mechanical harvesting of red tart cherries. Developed strawberry certification programs. Revised the 18-year old cherry certification program. Work in progress on bramble fruits and apples.
B-1	Need for base of information to develop international trade program.	Review and explore experience of other States in export programs.	Developed a pool of information on potential, needs, problem areas and techniques.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-2	Need to provide producers and shippers with information on specific requirements in a changing market.	Keep shippers informed on packaging and grade problems as they appear in terminal markets. Assist packers and shippers with grading, packaging, and marketing problems.	Provided the basis for producers and packers to improve the quality and packaging of potatoes.
B-4	Need for improvements in <u>roadside farm markets</u> .	Assist and guide members of the Roadside Market Association to develop minimum standards of operation as base for certification by the State Department of Agriculture.	Improved roadside market facilities. Group purchasing of supplies and advertising by Association. Established a sense of pride and rapport among membership.
C-1	<u>Rate inequities</u> for Michigan products moving both domestically and for export.	Collect, analyze and interpret basic rate data on agricultural products, seeking rate adjustments where feasible.	Competent rate analyst employed. Assisted commodity groups in the preparation of rate adjustment proposals.
	Lack of information and coordination on exporting.	Continue to develop a broad base of information on export problems, potentials and techniques to be used in planning and developing an export program.	"Clearinghouse" of important export information developed for agricultural products proves valuable in putting sellers in touch with buyers. Exports of agricultural products increased as a result.
			Coordination developing between State agencies, universities, chambers of commerce, financial institutions and ports regarding international trade.

MICHIGAN

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
D-3	Inadequate data on products where basic changes are taking place rapidly.	Repeat preseason tree counts to obtain more accurate information on bearing fruit trees by age and variety. Survey cattle on feed by areas. Survey large egg producers.	More accurate data on sharp increase in sweet cherry and apple trees. Improved "in-season" estimates of tart cherry production. Improved celery production estimates.

WISCONSIN

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-2	Maintaining quality of Wisconsin food products.	X	X
C-2	Giving technical assistance to agricultural processing and marketing industry.	X	X
D-2	Collecting new marketing information data on fruit, vegetables, honey, and tobacco.	X	X
D-3	Gathering new data on dairy trends, livestock, fruit, and vegetables.	X	X
E-1	Assisting industry in mergers and other changes in marketing structure.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-2	Growers did not know of quality and packaging preferences of processors, retailers and consumers.	<p>Set up grading and marketing clinics for producers of eggs, honey, tobacco, and potatoes.</p> <p>Establish use of official grades at snap bean processing plants.</p> <p>Conduct seminar for roadside market operators.</p>	Producers of quality fruits, vegetables and eggs netted higher returns.
C-2	High cost individual <u>apple</u> packing shed operation, and too many selling organizations.	Work with producers to expand interest in improved apple packing shed operation and group marketing.	Less costly individual packing shed operations and increased interest in group selling.
	Need for increased use of <u>honey</u> grades.	Conduct a honey grading school during annual beekeeping convention.	More interest in using honey grades.
D-2	Inadequate market information on apples, lettuce, potatoes, honey and tobacco.	Report combined Minnesota-Wisconsin twice weekly apple market information during August to November marketing season.	Producer's bargaining position strengthened; more orderly marketing.
D-3	Lack of basic data on new production and marketing patterns for cattle, eggs and other products.	<p>Collect more district and county data with added detail necessary for analyzing weekly and seasonal changes in marketing.</p> <p>Do a survey of cattle feeding and egg marketing, honey production and marketing, and apple and cranberry varieties being grown.</p>	Good demand for "Dairy Facts" and report "Cattle Feeding in Wisconsin."

WISCONSIN

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
E-1	The need for reducing costs of processing and marketing farm products.	<p>Assist in dairy plant mergers with the use of audits and comparative analysis of costs.</p> <p>Conduct cooperative director training sessions.</p> <p>Assist with a preliminary evaluation of a cheese market development program.</p>	Merged several dairy herd improvement and dairy marketing cooperatives. Merged eight livestock shipping associations into two units.

MINNESOTA

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>
A-2	Maintaining quality and improving marketability of Minnesota agricultural products.	1965 X 1966 X
A-3	Certifying virus-free nursery stock.	X X
B-1	Expanding outlets for all Minnesota agriculture.	X X
B-2	Expanding market outlets for Minnesota poultry and eggs.	X X
B-3	Improving marketing system for feeder pigs and dairy herd replacement stock.	X X
C-1	Reducing costs of processing and marketing through mergers and improved facilities and equipment.	X X
D-2	Collecting basic statistical data on marketing.	X X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-2	<u>Variation in quality of eggs.</u> <u>Need for better quality and standards for honey.</u>	Develop "Minnesota Certified Seal of Quality" for marketing high quality eggs. Work with producers to improve processing.	Number of birds in certified flocks increased. Expanded use of new honey meltters and capping spinners resulted in a higher overall quality of honey crop.
A-3	<u>Virus disease in nursery stock.</u>	Develop program for certification of disease-free nursery stock.	Developed virus-free sources of several varieties of stone fruit and strawberries
B-1	<u>Lack of recognition of unique high quality of Minnesota farm products and need for outlets.</u>	Establish and encourage participation in State Seal of Quality program with appropriate labels, or other means of identifying quality. Use of seminars, radio and television promoting Minnesota products. Conduct breakfasts, luncheons, and out-of-State dinners to promote Minnesota products.	Lack of support on part of nurserymen caused cancellation of project in 1966. Improved support from food processors, producers and trade groups.
B-2	<u>Lack of effective demand for quality eggs.</u>	Radio and television programs and "in-store" breakfasts featuring Minnesota Seal of Quality eggs. Assist producers in setting up marketing organizations to sell quality eggs.	Expanded radio listener response and use of State products. Increased sales of Seal of Quality eggs at premium prices. Coordinated a number of producer marketing programs to supply specific markets.

MINNESOTA

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-3	Lack of information on <u>feeder pig</u> and <u>dairy stock</u> .	Plan a pilot market news program to help correct this deficiency.	No progress reported.
C-1	Cutting unit costs in <u>cooperative marketing firms</u> .	Provide comparative analysis of operating costs and income of dairy cooperatives, and assist in determining economic justification and help plan for mergers.	This comparative analysis work has provided a base for a number of dairy cooperative mergers resulting in a reduction of high unit costs.
D-2	Need for specific local data and other basic data that can be used in making more intelligent marketing decisions.	Reporting more county and district data on grain, milk, hogs, eggs, cattle and other farm marketings. Grain stock by types and location of storage. Potato plantings and seed stock by varieties. Survey and make estimates for special items (i.e. feeder pigs, sunflower seed) and changes in marketing channels.	Increasing demand for county by county data and potential supplies of each commodity available for market.

IOWA

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>1965</u>	<u>1966</u>
A-1	Maintaining quality and expanding market outlets for Iowa farm products.	X	

IOWA

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>
		1965 1966
B-1	Expanding markets for "Iowa Quality" pork.	X
C-1	Studying trends in modes of transportation and of destinations of Iowa farm products.	X
D-2	Collecting and disseminating new basic data on Iowa production and marketing.	X X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	Lack of producer, public and trade appreciation of Iowa quality farm products.	Conduct a special month-long product promotion for selected Iowa products. Promote schools for retail meat cutting and display, using special cutting and trimming specifications. Hold promotion programs for Iowa nursery stock.	Improved public appreciation of quality Iowa products.
B-1	Need to increase demand for "Iowa Quality" pork.	Develop minimum standards for "I.Q." pork; teach processors and retailers how to use standards and to apply them in retailing under "I.Q." label. Establish minimum yields from cooked cuts.	Some retailers received a 3¢ to 5¢ per pound premium for "I.Q." retail cuts.
	Lack of information on quality pork promotion in other localities.	Review literature on other attempts at improving hogs; selling high yield and quality pork.	About 500 titles transferred to index and abstract cards.

IOWA

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
C-1	Lack of information on the destination of Iowa products and trends in the modes of <u>transportation</u> used in marketing Iowa products.	Conduct survey of firms that ship Iowa farm products out of the State.	Preliminary reports used by producers, commodity organizations, research workers, the State government, educators and processors as a base for planning locations of new food processing, marketing, and distribution units. Information also helpful in appraising need for improved rates and services.
D-2	Need for new and added data to provide a basis for evaluating changes in production and marketing by areas within the State.	Collect and analyze data on production, marketing, processing and storage of crops and the production, feeding and movement of livestock.	Information used by producers, commodity organizations, research workers, the State government, educators and agricultural industry.

MISSOURI

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>
		1965 1966
B-2	Expanding market outlets for Missouri farm products.	X X
C-1	Assisting agencies to reduce transportation costs.	X X

MISSOURI

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
D-3	Establishing a market intelligence service covering Missouri farm products at country points.	X	X
E-1	Assisting in the restructuring of the Missouri livestock marketing system.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-2	Need for <u>expanding</u> market outlets for Missouri products.	Supplement the work of the National Livestock and Meat Board, Poultry and Egg National Board and the United Fresh Fruit and Vegetable Association with promotion programs for Missouri meats, poultry, eggs, fruits, and vegetables.	The Egg Chef Workshops held in the State resulted in increased egg usage by restaurants. More workshops requested.
	Lack of organization and <u>communication</u> between producers and buyers.	Provide a "watermelon guide" to give potential buyers information on location and supply by varieties and harvest dates. Provide similar guide information on apples and peaches.	Many new buyers came to watermelon, apple and peach production areas. Numerous requests for copies of the guides indicate buyers were using them extensively.
C-1	Increasing cost of <u>transportation</u> and rate changes which adversely affect Missouri agriculture's competitive position.	Employ a transportation rate specialist to represent agriculture in rate hearings and continually review all current rate cases affecting agriculture.	Filed successful petition in opposition rate changes which would have an adverse effect on Missouri grain producers. Cooperated in 12-State Governors' Committee actions to lower rates on processed grain to Southeast.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
D-3	Need for more adequate <u>market news</u> on supply, movement and prices for all Missouri farm products, particularly those sold at <u>country points</u> .	Establish market news reporting at all strategic country points. Survey producers and market agencies on additional information needs.	Established country point reports for livestock, poultry, eggs and watermelon. A better "breaker" market for eggs was established.
E-1	Lack of information on <u>livestock and meat</u> grades and their use in the marketing process, particularly as a basis for obtaining needed adjustments in breeding and feeding to better meet consumer preference for meatier pork and beef with higher cutout values.	Carcass and retail cut demonstrations of grades at county and district fairs. Use portable meat coolers to reach consumers and producers with informational programs. Prepare and distribute a publication on selling by grade and yield.	Printed a cross-commodity market report including national market news on dressed meat sales and future markets on meats. Great demand for the report. A better understanding of hog and beef types. Improved consumer understanding of the cuts and preparation methods. During 1966, the portable coolers were used in 47 livestock and consumer shows. Expansion of this work has been requested by livestock and consumer groups. Increased use of USDA carcass grades and grading service in the sale and pricing of livestock.

NORTH DAKOTA

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>
		1965 1966
A-4	Improving milk quality and efficiency.	X
B-2	Improving marketing methods for potatoes.	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-4	Changes in <u>milk</u> marketing and transportation and the need to shift from cans to bulk tanks on farm.	Give technical information and assistance to producers and milk tank truck drivers to facilitate the shift from cans to bulk tanks.	Improvement of quality of milk delivered to plants. More on-farm milk houses now meet minimum sanitary requirements.
B-2	Need for additional outlets for Red River Valley <u>potatoes</u> .	Conduct systematic survey of potato market outlets to gather recommendations for improvements. Develop improvements in communication between consumers and potato processors and grower-shippers on preferences. Fulfill delivery commitments of raw products to chippers.	Increase in on-farm installation of the two compartment wash vats. Expanded potato processing in the Valley. Improved producer understanding of chippers' problems and needs. Quality control of potatoes moving to fresh markets reduced bruising, variation in size, black spot.

SOUTH DAKOTAPROJECTTITLE OF PROJECTSFiscal Years

1965 1966

D-2 Obtaining and analyzing new basic data on market supplies, facilities, movement, and price of farm products.

X X

D-3 Accumulating new data on wheat quality protein content, test weight, dockage and moisture by county areas.

X

PROJ. PROBLEMPROGRAM FOR SOLUTIONREPORTED RESULTS

D-2 Need for more timely information on trends in production and marketing of farm products.

Conduct county crop and livestock surveys and special county production estimates on irrigated crops, eggs, chickens, milk, pigs, and calves.

New data provides a detailed picture of changes in production and marketing methods in various areas within the State.

D-3 Need for county data on wheat quality, including protein content, dockage, and moisture.

Tabulate and analyze inspection records of wheat testing stations and summarize information by county of origin, kind and grade.

Data collected to be published as part of multi-state project covering Great Plains hard red winter wheat producing areas.

KANSAS

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-2	Improving quality of milk and milk products.	X	X
A-3	Improving quality of meat, wheat, eggs, pecans, and vegetables.	X	X
B-2	Expanding outlets for Kansas products through promotion and service programs.	X	X
C-1	Reducing costs by improving layouts of facilities for handling, processing, and retailing.	X	X
D-2	Collecting and disseminating data on quality and variety of wheat, livestock, poultry, and eggs.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-2	<u>Milk</u> diluted with water to meet volume goals.	Hold training sessions in quality control for producers.	Reduction in the percentage of substandard milk.
	Antibiotic and pesticide residues in milk.	Establish new regulations and detection programs.	
A-3	<u>Lack of understanding of meat grades and cuts</u> by producers, packers, retailers, and institutional buyers.	Conduct a seminar on meat grades and cooking by cuts for retail employees and slaughterers. Open schools for food service personnel on demonstrating, selecting, and cooking various cuts of meat.	Improved meat menus, better portion control utilization of less desired cuts and consumer, retailer, packer, and producer acceptance.

KANSAS

PROJ.	PROBLEM	PROGRAM FOR SOLUTION	REPORTED RESULTS
A-3	<u>Short shelf life of meat in retail counters.</u> <u>Need to develop meat certification program for State institution buyers.</u> <u>Demand for improved egg quality.</u>	Study meat handling, clean-up and sanitation procedures and determine proper temperatures for display cases. Develop certification service and purchase specifications, work with institutional personnel to improve procedures for receiving, handling, and processing meat orders. Start egg quality certification program to assist producers with procedures and equipment to maintain quality and grading.	Case life of prepackaged fresh meat increased from 24 to 48 hours. Twenty State institutions now using State Meat Certification service.
	<u>Increased pecan production and need for improved marketing on a grade basis.</u>	Make sample survey of nuts to determine meat yields and grade.	About half of the 40 producers qualified to sell under the Kansas certification program are receiving premiums of 1 to 2 cents per dozen over the regular market. Survey showed a wide range in meat yields and need for a grading service at the shelling plant.
B-2	<u>Lack of consumer information on red meat cuts, pricing, cookery, and grades.</u>	Use county and State exhibits to show carcass origin and use of various beef cuts. Disseminate meat nutrition information on radio, TV, and in the press. Distribute meat charts for home economists.	Plans underway for a regional nut marketing program with Kansas, Missouri, and Oklahoma. Good response from consumers, retailers, packers, home economics teachers, and beef cattle producers.

KANSAS

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-2	<u>Declining per capita consumption of wheat products in the U.S.</u>	In cooperation with Kansas Wheat Commission, promote bulgur rolled wheat and "all-purpose" flour by distributing nutrition information kits and demonstrating at fairs and conventions.	In the past year, 122,559 kits distributed.
	<u>Need to inform consumers of nutritional value of meat, milk, dairy products, poultry, and eggs.</u>	Conduct cooking demonstrations, maintain exhibits at fairs, participate in national association promotions, radio and TV programs.	Use of all-purpose flour in Kansas increased 20 percent. About 100 percent increase in use of bulgur by schools.
C-1	<u>Need for reducing or holding the line on costs of food processing and marketing.</u>	Expand technical assistance in modernizing facilities to meat packers, central meat processors, wholesalers, and retailers.	Consumers better informed. Improved relations with producers and processors.
	<u>Need for improved turkey and egg processing facilities in Kansas.</u>	Give technical assistance in expanding and modernizing turkey and egg processing facilities.	Modernization of many existing meat processing plants and retailing facilities. Reduced costs of turkey and egg processing.

KANSAS

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
D-2	Need for <u>new</u> and <u>more</u> <u>precise data</u> on changing agricultural production and marketing patterns.	Collect and disseminate production, marketing and storage data on a district and county basis by commodities and grades.	Provided detailed picture of Kansas wheat quality and production. Buyers can now find the quality they need. Producers netted more for quality wheat. Provided specific data on feeder cattle marketings by types of outlets. Improved price data on cattle, poultry and eggs. Improved allocation of grain cars by railroads. Provides base for planning future storage needs.

NEBRASKA

Fiscal Years

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	1965	1966
B-1	Developing markets and uses for new and existing products.	X	X
D-2	Collecting, analyzing and reporting marketing data on wheat varieties and quality, grain storage, safflower supplies and prices, and dry bean quality.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-1	Need for expanding market outlets for Nebraska potatoes, milk products and hides.	Survey current methods and volume of marketing to find new outlets for these products. Develop better understanding by industry leaders of merchandisers' preferences of quality, packaging, and merchandising.	Nebraska Potato Council expanded its potato marketing program to 9 consumer markets in eastern Nebraska. Milk and cheese survey indicates potential for additional cheese processing facilities.
D-2	Need for <u>basic data</u> and <u>market information</u> on Nebraska farm products.	Collect county data on production, marketing, and prices for wheat, safflower, hogs and castor beans.	Market survey points to possible savings in local hide processing operations in the cattle slaughtering areas of Nebraska. Need for further work on tannery location economics. Reports were issued for 1964 and 1965 crop reporting districts on wheat and safflower by counties. Field reports indicate this data were invaluable in attracting buyers with special product needs. Issued report entitled "Nebraska Agricultural Statistics - Beef Cattle" which proved invaluable to all market interests.

WESTERN REGION - SUMMARY

MATCHING FUND PROJECTS BY STATES, AREAS OF WORK, AND COMMODITIES - FISCAL YEAR 1966

	A QUALITY IMPROVEMENT	B MARKET DEVELOPMENT	C COST REDUCTION	D MARKET INFORMATION	E MARKET STRUCTURE
MONT.	: 1: 2: 3: 4: 5: 6:	: 1: 2: 3: 4: 5: 6:	: 1: 2: 3: 4: 5: 6:	: 1: 2: 3: 4: 5: 6:	: 1: 2: 3: 4: 5: 6:
	0: 0:				
IDAHO					
COLO.	0: 0: 0: : 0:				
N. MEX.	0: : : : : 0:				
HAWAII	0: 0: : : 0:				
UTAH					
ALASKA	0: 0: 0: 0: : :				
WASH.					
OREGON	0: : 0: : 0: :				
CALIF.	0: : : : : : :	0: 0: : : 0: :	0: : : : 0: :	0: 0: : 0: 0: 0:	

PROJECT AREASPERCENT

A - Quality Improvement	38.2
B - Market Development	25.3
C - Cost Reduction	4.2
D - Market Information	32.3
E - Market Structure	0.0
	100.0%

COMMODITIESPERCENT

1. Fruits & vegetables	59.3
2. Poultry & eggs	5.2
3. Dairy	7.5
4. Livestock & meats	9.3
5. Grain & seed	9.7
6. Other	9.0
	100.0%

WESTERN REGION - MONTANA

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-1	Maintaining and improving the quality and marketability of Montana eggs and dairy products.	X	X
D-3	Collecting, analyzing, and disseminating new basic data on the supply and movement of Montana cattle and the quality and variety of Montana wheat by counties.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	Need for improving sanitation in <u>dairy</u> production and processing plants to meet modern standards of dairy product quality.	Initiate a continuous program of "surprise pickups" of dairy product samples in dairy plants and retail stores. Send samples to University of Montana laboratory for analysis. Mail reports to the producer or processor.	Plants with top scores were placed on a published honor roll. The affirmative response and requests for technical assistance from those who do not make the honor roll indicate that the mailed reports of low quality are getting results.
	Need for improved quality and prices for Montana <u>eggs</u> .	Provide incentives for improved flock management, refrigerated storage, candling, grading, cartoning, and frequent delivery.	"Gold Seal" producers organized into informal, self-help area associations to improve marketing and promote "Gold Seal" eggs.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
		Restrict use of Montana "Gold Seal" label to those producers meeting the State standards for quality.	Producers who qualified for use of the "Gold Seal" label on cartons received a 3¢ to 10¢ per dozen premium.
D-3	Need for more information on the location of <u>wheat</u> by quality, protein content, and variety.	Survey growers to obtain data on the variety and protein content of wheat grown. Publish a report of findings showing quality characteristics and variety by counties.	Wheat buyers save time and money in finding the variety, quality, or protein content they need. Premiums are frequently paid growers for such wheat.

Need for more accurate and current information on the market channels used and destination of the more than one million cattle shipped out of Montana annually.

Collect, analyze, and publish data from brand inspection records at market outlets used for Montana cattle.

These data helped in estimating inventories on hand, determining significance of market prices at each outlet, and forecasting potential changes in market.

IDAHO

<u>PROJECT</u>	<u>TITLE OF PROJECT</u>	<u>Fiscal Years</u>
D-1	Collecting new and additional basic data on Idaho's agricultural production and marketing.	1965 1966 X

IDAHO

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
D-1	Need for a more accurate basis for forecasting the production and marketing of <u>potatoes</u> by variety, size, and grade.	Conduct an objective yield survey to determine the feasibility of using this means to forecast yields. Use a scientific sampling procedure and contractual employees on a scheduled basis.	A few years of data collection will be necessary to provide a solid base for establishing the relationships between hill counts, drop rate, stem counts, soil temperatures, weather conditions, and actual yield, grade, and size at harvest.

COLORADOFiscal Years

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	1965	1966
A-4	Improving quality and marketability of agricultural commodities.	X	X
D-1 & 3	Collecting data and reporting on wheat variety, quality, and gluten content by county.	X	X
D-2	Gathering information on peach trees by age and variety.	X	
D-4	Surveying San Luis Valley potato storage capacity, production, and marketing.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-4	<p><u>Colorado potatoes</u> not in strong demand in Colorado.</p> <p>High transportation and marketing costs of the principal markets out-of-State.</p> <p>Need to increase <u>turkey</u> sales in Colorado on a year-round basis.</p> <p>Need for improvements in <u>apple</u> sizing, packaging, and promotion.</p> <p><u>Disorganized milk markets.</u></p> <p>Need for increased <u>in-State consumption</u> of Colorado peaches.</p>	<p>Hold joint meetings with leaders from the three potato areas to encourage improvements in grading and packaging.</p> <p>Work with Colorado retailers to improve display of Colorado potatoes.</p> <p>Use local television and radio to provide consumers with educational materials on uses and special quality characteristics of Colorado potatoes.</p> <p>Improve processing, grading, and packaging of turkeys to satisfy consumer preference.</p> <p>Provide assistance to develop an organization of growers financed by voluntary assessments, to work in expanding outlets for Colorado apples by selling a quality product.</p> <p>Assist in developing a new Colorado milk marketing order.</p> <p>Work with growers, shippers, and the Colorado Peach Board to improve quality and marketability.</p>	<p>Increased Colorado potato sales in the State and increased net income to Colorado growers; decreased marketing costs.</p> <p>Colorado per capita consumption of turkey is 4 pounds above the national average.</p> <p>Improved grower understanding and appreciation of apple marketing problems and potentials.</p> <p>The order averted a milk price war.</p> <p>Improved grower and shipper understanding of consumer preferences for fresh peaches. Noticeable improvement in quality moving to market.</p>

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-4	Need for improvements in <u>honey</u> processing and marketing.	Assist honey producers in organizing to improve quality through grading and processing.	Work still in development.
	<u>Hog</u> producer groups desire to improve the market for meat-type hogs.	Assist producers with organizing and operating livestock marketing associations. Improve producer-packer hog marketing contracts and enforcement of such contracts.	Establishment of the "Hi Lean Pork" Association and a beef feeding and marketing organization resulted in \$.50 to \$2 per hundred pound premiums for producer members.
D-1 &3	Need for more detailed and reliable current data on the quality and protein content of <u>wheat</u> to permit specification merchandising.	Survey sampling and testing of wheat by quality characteristics and shipping points. Disseminate weekly survey results showing quality by counties.	Provided base for an accurate picture of variations in values of wheat due to quality and protein content. Better merchandising by producers and elevators.
D-2	Lack of facts on the productivity of <u>fruit orchards</u> .	Survey peach growers to collect data on producing trees by variety and age.	Basis for coordinating the Colorado quality reports with those of other States producing hard red winter wheat by standardizing statistical methods and reporting format among cooperating States. Provided a base for forecasting production and made marketing of the peach crop more orderly.

COLORADO

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
D-4	Need for more specific data on local area potato storage capacity and location to determine feasibility of longer marketing season.	Survey potato storage facilities to get facts on: Location, capacity, and type.	Data permitted analysis of the industry's ability to spread marketings by using refrigerated storage.
	Need for data on potato production to plan marketing facilities and programs.	Conduct annual survey to provide basis for forecasting supply by types.	Producers, handlers, marketers were able to plan promotions and labor needs. Industry was able to plan outlets to be used.

NEW MEXICO

Fiscal Years

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	1965	1966
A-2	Maintaining quality and improving marketability of fruits, vegetables, and dairy products.	X	X
B-2	Expanding outlets for fruits, vegetables, and peanuts.	X	X
C-1	Analyzing transportation rates on feed stuffs and vegetables moving into and out of New Mexico.		X
D-1	Collecting and disseminating county data.	X	

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-2	Need for <u>improved grading, sizing, and packaging</u> to increase recognition and demand for New Mexico fresh <u>fruits and vegetables</u> .	Develop improved producer and shipper understanding of the benefits of rigid standards in marketing vegetables. Organize cooperative packing sheds for apples.	Increased demand and higher prices for lettuce, onions, potatoes, apples, and peanuts.
	Presence of <u>pesticides in dairy products</u> .	Take samples at wholesale and retail outlets to detect presence of pesticides and trace to source. Assist in adoption of corrective action to eliminate cause of contamination.	A gradual reduction in pesticide residues since this program was started.
B-2	Increased production of <u>onions, peanuts, and lettuce</u> .	Expand storage facilities for late summer onions and valencia peanuts and add controlled atmosphere to spread marketing periods for apples.	New Mexico products are going to more terminal markets.
	Lack of market for <u>apple crop</u> .	Improved roadside markets for apples. Increase use of apples in State institutions. Interest shippers and brokers at terminal markets not previously interested in New Mexico vegetables. Publish a Buyers' Guide.	Cold storage of products is making it possible to market over longer periods and is netting producers more money.

NEW MEXICO

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
C-1	Need for <u>more equitable freight rates</u> on incoming feeds and on outgoing lettuce and onions.	Review transportation work of USDA and other States. Counsel with the New Mexico Corporation Commission and transportation firms on transportation problems and agricultural rates.	Work started.
D-2	Need for more adequate production and <u>marketing data by counties</u> .	Collect, assemble, analyze, and publish current and historical data by counties.	Sufficient interest and demand to keep data current.

HAWAIIFiscal Years

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	1965	1966
A-2	Developing grades and standards for Kona coffee.	X	X
A-3	Maintaining and improving quality of horticultural products.	X	X
A-4	Maintaining and improving egg quality.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-2	Need to develop a grading and inspection process acceptable to producers and processors of Kona coffee.	Experiment with flotation, fermentation, drying, moisture testing, hulling, grading for color, physical defects, and cupping.	Flotation testing has provided evidence of some improvement in overall color and cupping qualities.
	Need for reducing fermentation and browning of Kona coffee before delivery to the processing plant.	Reduce fermentation by more frequent delivery by farms.	No change in inspection methods.
	Need to eliminate improper harvesting and drying techniques for "cherry" and "parchment" coffee.	Develop realistic moisture standards. Do more sampling of producer lots to provide millers with base to instruct growers in improved harvesting and handling techniques.	Tests indicate Hawaii No. 3 coffee grade should be eliminated with top part of this grouping going to No. 2 and the bottom part to the cull grade.
A-3	Need for revised grade standards based on color for papaya.	Develop standards based on relation of Brix acid ratio measurements to color of fruit and maturity.	Some reduction in fermentation and browning. Inspection and sampling techniques were changed. Moisture content standards were broadened.
			Taste panels established minimum Brix for papaya at 12.0 for best consumer satisfaction. This figure related to a tinge of yellow at blossom end.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-3	Need for maximizing the shipping and shelf life of <u>papaya</u> .	Encourage use of refrigeration for papaya going to mainland.	Refrigeration from farm to mainland markets extend the shelf life 4 to 5 days.
	Need for study of the feasibility of spreading the market supply of <u>ginger root</u> into the summer and fall months.	Test the feasibility of using cold storage for holding ginger roots over a period of months after harvest.	First 12 weeks of storage indicate product stands up well. However, the cost benefit evaluation on 30-pound samples indicated storage costs were not offset and such storage would be unprofitable.
	Legislative act effective January 1966, required all bulk or packaged displays of fresh fruits and vegetables to be labeled with exact grade.	Modify existing wholesale grades into appropriate consumer grades for use in displays.	Consumer grades were established for 20 products during first 6 months of 1966.
	Decreased demand for <u>bananas</u> because of bruising and scarring during harvesting and marketing.	Assist the Extension Service with workshops for producers, dealers, and their employees to provide training in handling, grading, and packaging. Assist in finding an improved standard container to provide protection against bruising of bananas.	Work started.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-3	Need to redesign existing square containers used for tomatoes to permit interlocking on pallet.	Work with combined industry and professional committee to effect agreement on a single, standard-design container shaped to permit stacking and also useable for other commodities.	Container standards changed from 30-to 40-lb. capacity.
	Need to determine best shipping container for bananas.	Study and compare bruising and shrinkage of bananas shipped in fiberboard containers and wooden tubs.	New standard container resists collapse when wet, is multi-purpose, and is capable of interlocking.
A-4	Need for improved shell egg quality.	Survey producers and handlers to determine cause for loss of quality and demand for local eggs. Encourage greater use of refrigeration from layer to consumer.	Study showed bananas shipped in tubs sustained more damage and shrinkage than those shipped in cartons.
	Need to reduce fluctuations in egg prices and to develop a market for surplus eggs during market gluts.	Assist in a survey and analysis to determine the feasibility of an egg processing plant.	Retail stores were told of weaknesses in their handling techniques which contributed to loss in quality, such as overstocking, lack of refrigeration display, poor rotation in counter.
			Improvements noted in most stores.
			Survey revealed that local eggs were not satisfactory for "high rise" bakery goods, and lacked uniformity in texture and supply.

UTAH

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
B-1	Expanding outlets for turkeys.		X
D-1	Conducting a fruit tree survey.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-1	Need for increased consumption of <u>turkey</u> in Utah.	Demonstrate boning and barbecuing turkeys to consumer groups and distribute printed recipes and samples furnished by turkey groups.	Project started in late spring of 1966. Results were not available at reporting time.
D-1	Inadequate information on <u>fruit tree acreage</u> by types, varieties, and location.	Visit fruit growers to collect specific and detailed information on acreage and age of trees by types and varieties of fruits. Determine location of fruit growing areas by showing new areas replacing territory lost to housing and other uses.	Survey results published.

ALASKA

<u>PROJECT</u>	<u>TITLE OF PROJECT</u>	<u>Fiscal Years</u>	
		1965	1966
A-2	Maintaining quality and expanding outlets for Alaska farm products.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-2	Unstable markets for <u>milk</u> due to changes in defense purchase contracts and change in the ownership of a large milk processing facility. Need for improvements in processing facilities.	Assist small operators in selling milk to the military. Conduct milk survey.	Some military contracts recovered. Information obtained from milk survey was utilized by milk cooperative in planning their operations in a new processing plant in Anchorage.
	Lack of group organization to obtain improved marketing and storage facilities for <u>potatoes and vegetables</u> .	Assist growers in planning a market organization designed to better manage potato and vegetable marketing and storage.	The Matanuska potato growers organized a cooperative marketing association which expanded civilian and military sales. Added storage capacity permits more orderly year-round marketing.
	Possible need for potato processing facility.	Conduct a study of the economic feasibility of building a potato processing facility in the State.	No report on potato processing plant.
	Need to meet competition from other States for expanded Alaska egg production.	Improve facilities for handling and marketing eggs to raise standards of quality.	Improvements in quality and acceptance of Alaska eggs.

ALASKA

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-2	Widely scattered production of hog, cattle, and reindeer.	Expand Japanese outlets for Alaskan meat.	Cooperated with a commercial airline to test Japanese market.
	Need for meat processing facilities and expanded outlets.	Develop local livestock processing facilities to satisfy local markets.	Local pork processing facilities built in the Matanuska Valley.

WASHINGTONFiscal Years

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	1965	1966
A-1	Certifying virus-free nursery stock.	X	
A-2	Correcting abnormalities in Grade A bulk tank milk.	X	
B-1	Assisting in planning new commodity commissions. Developing foreign markets for hops, lentils, peas, and cranberries. Making a market survey for Washington potatoes. Improving the local market news on potatoes.		X
B-2	Establishing a cooperative vegetable processing plant.		X
D-1	Reporting additional basic data on a county basis on production and marketing.	X	X
D-2	Surveying asparagus acreage and marketing.		X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	Need to develop virus-free nursery stock of apples, cherries, plums, peaches, apricots, and nectarines.	Test indexing procedures used in certifying virus-free fruit trees. Cooperate with two Experiment Stations and eight nurseries in program of action.	Certification program put on a self-supporting fee basis.
A-2	<u>Abnormalities in Grade A bulk tank milk.</u>	Take samples to determine the cause of milk abnormalities and take necessary corrective measures.	Producers were provided with specific sediment test evidence that the poor quality milk was caused by inadequate cleansing of udders.
B-1	<u>Foreign market development</u> work needed for peas, lentils, hops, and cranberries.	Expand Japanese market development. Exhibit at Cologne and Milan Fairs. Make contacts with buyers in Europe and the United Kingdom. Cooperate with industry groups and the Foreign Agricultural Service.	Expanding exports. Producers and exporters impressed with the need for quality to successfully enter foreign markets.
	<u>Need for information on acceptability of Washington potatoes in eastern markets.</u>	Survey eastern market outlets to get information from wholesalers and retailers on improvements in Washington potatoes that would increase acceptability.	Survey found excessive black spot in some shipments, wet packing in cellophane causing soft rot, and excessive car rub on some lots of potatoes.
	<u>Poor returns for peas and lentils.</u>	Meet with pea and lentil growers to discuss problems and possible solutions. Assist in planning for a commodity commission.	A 1965 referendum resulted in approval of a Commission.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
B-1	Need for new organization to deal with <u>beef marketing problems</u> after demise of cattleman's association.	Assisted cattle feeder group with development of a beef commission. Help with legislation for a mandatory check-off assessment.	Beef commission recommended legislation for mandatory check-off was defeated. Revising it for consideration in 1967.
	Need for mandatory assessment on <u>sheep and lamb sales</u> to support work of American Lamb Council.	Help producers plan for collection of assessments from the sheep and lamb sales in the State.	No solution or agreement was reached and work is continuing.
B-2	Need for <u>cooperative vegetable processing plant</u> .	Assist growers in planning and organizing to finance, build, and operate a processing plant.	Seattle plant froze Brussels sprouts in 1964 and planned to process peas, corn, broccoli, and cauliflower in 1965.
D-1	Need for more accurate and <u>localized data on State production and marketing</u> .	Collect, analyze, and report basic data on production and marketing by county.	Eight county reports assembled and published.
D-2	Production and <u>marketing data on asparagus</u> not available.	Collect information on acreages and age of asparagus plantings.	Report issued October 1966.

OREGON

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>	
		1965	1966
A-6	Certifying virus-free nursery stock.	X	X
A-7	Evaluating the fluorescence test as a means of identifying annual versus perennial ryegrass.	X	X
A-8	Studying the effect of different milk component values on individual producer and processor income.	X	X
A-9	Determining the potential for marketing potatoes separated by specific gravity and the effect of microflora on the flavor and odor of cooked potatoes.		X
D-1	Developing objective sampling of filbert nuts.	X	
D-4	Classifying of cattle movement.	X	X
D-5	Evaluating changes in cattle marketing patterns and trends.		X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-6	Need for developing a method of certifying virus-free nursery stock.	Institute an indexing program for tree fruit nursery stock. Initiate a self-supporting fee program covering marketable virus-free stock.	Fee program for cherries set in motion. Work continuing on peaches, apples, and roses.

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-7	Need for reliable means of distinguishing annual from perennial ryegrass seed to meet labeling requirements of the Federal Seed Act.	Determine the reliability of the fluorescence tests as a means of measuring the genetic purity of annual and perennial ryegrass.	Tests of fluorescence so far indicate a need to request additional basic research on distinguishing annual from perennial ryegrass.
A-8	Need for examining the effect on producer and plant income of pricing milk on the basis of protein and nonfat solids rather than the current system of pricing on butterfat content.	Conduct regular sampling and analysis of the milk from Grade A producers to measure variations in protein and nonfat solids content, to place various price valuations on these components, and to assess the effect on plant and producer returns. Compare with returns using butterfat content of some samples of milk.	Milk collected from 300 producers and analysis initiated but not completed during fiscal 1966.
A-9	<u>Improve the marketability of potatoes.</u>	Determine economic feasibility of separating and marketing potatoes on the basis of their specific gravity. Conduct consumer survey to ascertain seasonal preferences for potatoes having special characteristics and relate these to specific gravity of potatoes.	Tests of specific gravity separation of potatoes proved economical and indicated substantial improvement in quality of French fried potatoes separated on this basis. Followup to the consumer survey postponed because of short supply, poor quality, and high prices.

OREGON

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
D-1	Need to improve accuracy of production estimates of <u>filberts</u> .	Develop and test objective sampling procedures for making acceptable and reliable forecasts of the filbert crop.	An analysis was being made to compare various methods of estimating harvest yield. Findings scheduled for publication.
D-4	Need for data on <u>cattle marketings</u> by classes and State of destination.	Collect and tabulate data on shipments by classes and State of destination.	Survey results to date are providing a basis for shifting marketing services to the livestock industry and pointing out areas of new service needs.
D-5	Need to evaluate changing cattle marketing patterns and trends and develop system of exchanging information between buyer and seller.	Verify the change from the historical practice of selling at central market or auction to direct selling off the farm. Determine desirability of information program for prospective buyers and sellers.	Work was getting underway during fiscal year 1966.

CALIFORNIA

<u>PROJECT</u>	<u>TITLE OF PROJECTS</u>	<u>Fiscal Years</u>
A-1	Maintaining quality and improving marketability of grapes, avocados, oranges, and grapefruit.	1965 1966 X X

CALIFORNIA

PROJECT	TITLE OF PROJECTS	<u>Fiscal Years</u>	
		1965	1966
A-3	Maintaining the level of quality and improving the marketability of nursery stock.	X	X
B-2	Expanding market outlets for California farm products through market surveys to determine areas for potential improvement.	X	X
D-1	Collecting new basic data on fruits, nuts, bushberries and raisins.	X	
D-7	Designing and testing objective sampling for forecasting almond production.	X	X
D-8	Testing aerial photography to measure fruit acreage.	X	X
D-9	Testing cross-commodity market news for all levels of marketing.	X	X
D-10	Designing and testing objective sampling for forecasting walnut production and sizes.	X	X

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	Need for changes in minimum standards for <u>Thompson seedless grapes</u> brought about by the effect of gibberellic acid in producing the grapes.	Introduce a new standard for measuring ratio of soluble solids to acid.	Reduced waste and improved grape quality.

CALIFORNIA

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
A-1	Need for new standards to measure <u>grapefruit juice</u> content, sugar, and palatability. Decentralization of <u>egg candling</u> , grading, and packaging. Implementing the State Egg Inspection Law.	Develop means for measuring the relationship between juice content and palatability. Establish basis for comparing egg defect changes during marketing.	Provided a basis for maturity standards. Provided a more specific definition for checks, shell texture, leakers, pinpoint bloods, albumen deterioration and weight loss.
A-3	Need for improvement in the marketability of <u>nursery stock</u> .	Establish an industry-supported system of registration and certification of guaranteed virus-free stock.	About 48 nurserymen and growers cooperated during fiscal year 1965. Certified cherry trees brought 25 cents above regular price. Certified 392,000 rooted grape cuttings. Work also done on cherries, apples, pears, quinces, bushberries, and ornamental stock.
B-2	Need for self-help marketing to stabilize and maximize grower returns.	Conduct market surveys to assist industries in improving crop varieties, new product forms, packaging and marketing techniques. Assist in a research and development program for an avocado ripeness indicator.	Recommended reduction in the size of Brussels sprouts. A grower-freezer State marketing order effected on Brussels sprouts which makes third party grading mandatory.

CALIFORNIA

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
D-1	<u>Need for new and current production and marketing information on fruits, nuts, bushberries, and raisins.</u>	Survey storage and marketing requirements for artichokes. Survey trees by type, age, variety, planting pattern every 4 years. Supplement survey by annual reports from major producing counties on tree removals and new plantings.	Marketing order for artichokes begun. Annual report provided to growers.
D-7	<u>Need for data to more accurately forecast almond crop.</u>	Collect data on yields in the three major production areas for five varieties of almonds.	Improvements are being made in the sampling procedure and timing used in almond data to improve the accuracy of the forecasts. Industry interest and support indicates how valuable the data are in planning marketings and in bargaining.
D-8	<u>Need to substitute a less costly method of counting fruit and nut trees in California by specie, age, and variety.</u>	Test aerial photography and photo interpretation as a substitute for a portion of the "on the ground" counting of trees. Train and supervise temporary photo interpretation personnel.	Pilot aerial survey of two areas with a control ground enumeration indicated aerial photography was more efficient in total tree counts and acreage surveys, but might not be useful in measuring specie, type, age group or variety.

CALIFORNIA

<u>PROJ.</u>	<u>PROBLEM</u>	<u>PROGRAM FOR SOLUTION</u>	<u>REPORTED RESULTS</u>
D-9	<u>Need for an efficient means of collecting, analyzing, and reporting market news on a cross-commodity basis in an area where no one commodity group justifies use of a full-time reporter.</u>	Establish an experimental market news operation to determine the extent of detail, the kind and frequency of reports needed.	Project was started in San Diego. Reports covered hay, livestock, meat, and vegetables in f.y. 1965. In f.y. 1966, a market news reporter voiced three daily all-commodity radio programs. Percent of time devoted to commodity was about as follows: Eggs 10, livestock and meat 25, hay 13, vegetables 37, development, administration and public relations 15.
D-10	<u>Need for accurate data as a basis for forecasting the production of walnuts by sizes.</u>	Develop sampling techniques that will permit an accurate forecast of walnut production by grade and size. Provide handlers and the Walnut Control Board with data on season supply potential by size and grade.	Gave Walnut Control Board a basis for sound marketing policy and added to grower returns.

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